

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Brand Awareness*, *Words of Mouth* dan Lokasi terhadap Minat Beli pada Kedai Join Kopi Bulungan. Responden pada penelitian ini adalah masyarakat yang sudah mengetahui Kedai Join Kopi Bulungan. Penelitian ini dilakukan terhadap 125 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa secara uji *Brand Awareness* berpengaruh signifikan terhadap Minat Beli pada Kedai Join Kopi Bulungan. *Words of Mouth* dan Lokasi berpengaruh signifikan terhadap Minat Beli pada Kedai Join Kopi Bulungan.

Kata Kunci : *Brand Awareness*, *Word of Mouth*, Lokasi, Minat Beli, Join Kopi Bulungan.

ABSTRACT

The research aims to identity the influence of Brand Awareness, Words of Mouth and Location on Buying Interest in Join Coffee Shop Bulungan. The respondends of this research are the people who already knowing the Join Coffee Shop Bulungan. This research was conducted with 125 respondents by using quantitative approach. SEM-PLS have employed in data analysis. The results of this study indicate that the Brand Awareness have not been significantly influence on Buying Interest in Join Coffee Shop Bulungan. Words of Mouth and Location have been significantly influence on Buying Interest in Join Coffee Shop Bulungan.,

Keyword: Brand Awareness, Word of Mouth, Location, Buying Interest, Join Kopi Bulungan.