

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Minat Beli Merek Sepatu Lokal "Ventela" Berdasarkan Kesadaran merek, *Product Involvement* dan *Social Influence* Konsumen. Responden dalam penelitian ini adalah remaja level menengah yaitu Mahasiswa Mercu Buana Jakarta Barat yang jumlahnya tidak diketahui. Sampel dalam penelitian ini berjumlah 120 responden. Metode analisis data yang digunakan adalah teknis PLS (Partial Least Square) melalui software statistic SmartPLS, dengan instrument penelitian yaitu kuisioner. Hasil penelitian ini menunjukkan bahwa Kesadaran Merek, *Product Involvement* dan *Social Influence* berpengaruh dan signifikan terhadap Minat Beli.

Kata Kunci: Kesadaran Merek, *Product Involvement*, *Social Influence*, Minat Beli.



ABSTRACT

This study aims to determine the Buying Interest of the Local Shoe Brand "Ventela" Based on Brand Awareness, Product Involvement and Consumer Social Influence. The respondents in this study were middle-level teenagers, namely West Jakarta Mercu Buana Students, whose numbers are unknown. The sample in this study was 120 respondents. The data analysis method used is technical PLS (Partial Least Square) through SmartPLS statistical software, with a research instrument, namely a questionnaire. The results of this study show that Brand Awareness, Product Involvement and Social Influence are influential and significant on Buying to Interest.

Keywords: Brand Awareness, Product Involvement, Social Influence, Purchase Intention.

