

**ANALYSIS OF PURCHASE INTENTION, CONSUMER
KNOWLEDGE, AND BRAND IMAGE ON PURCHASE
DECISIONS OF LE MINERALE AMDK PRODUCTS ON
COLLEGE STUDENTS IN THE JABODETABEK CITY
AREA**

THESIS



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MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MERCU BUANA JAKARTA
2023

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**Thesis Submitted to Fulfill One of the Requirements for Obtaining
Bachelor's Degree in Economics at Faculty of Economics and Business,
Management Study Program, Universitas Mercu Buana, Jakarta**



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ABSTRACT

The author's reason in doing this research is to Analysis The Effect Of Purchase Intention, Consumer Knowledge, And Brand Image On Purchase Decision Of Le Minerale Air Mineral Dalam Kemasan (AMDK) Products On College Students In The Jabodetabek City Area, because there is an interesting phenomenon where less people buy le minerale, even though le minerale has a different taste and unique packaging than others competitor's product. The population and sample of this research is college students who consume Le Minerale bottle water. Using the Partial Least Square (PLS) method, data analysis was carried out using the Smart-PLS software version 3. The results showed that Purchase Intention and Brand Image affect purchase decisions, while Customer Knowledge has no significant effect.

Keywords: *bottle water, le minerale, brand image, purchase intention, consumer knowledge, price, purchase decisions.*

PREFACE

All Praise and Gratitude are always uttered to Allah SWT., because of His blessings and gifts so that the writer can complete the thesis entitled “Analysis The Effect Of Purchase Intention, Consumer Knowledge, and Brand Image on Purchase Decision of Le Minerale Air Mineral Dalam Kemasan (AMDK) Products On College Students In The Jabodetabek City Area”.

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The writer realizes that in the preparation of this thesis research, it is still far from perfect and there are many shortcomings, both in terms of grammar and in the material presented

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