

ABSTRACT

PT. Multi Bintang Indonesia Niaga as a beer type alcoholic beverage company with the Bir Bintang brand uses an extension strategy when launching products branded Bintang Zero (non-alcohol beer). The purpose of this study was to examine and analyze the Influence of Brand Image, Brand Awareness and Consumer's Attitude on the Purchasing Decision of Bintang Zero Beverages with Purchase Interest as a Mediation Variable. This type of research is quantitative research with a causal research design. The population in this study is consumers of Bintang Zero Beer drinks in the DKI Jakarta area which are not found in number.

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Keywords: Purchase decision, purchase intention, brand image, brand awareness, and consumer attitude.



ABSTRAK

PT. Multi Bintang Indonesia Niaga sebagai perusahaan minuman beralkohol jenis bir dengan merek Bir Bintang menggunakan strategi ekstension ketika meluncurkan produk yang bermerek Bintang Zero (Bir Non Alkohol). Tujuan penelitian ini adalah untuk menguji dan menganalisis Pengaruh *Brand Image*, *Brand Awareness* dan *Consumer's Attitude* Terhadap Keputusan Pembelian Minuman Bir Bintang Zero dengan Minat Pembelian Sebagai Variabel Mediasi. Jenis penelitian ini merupakan penelitian kuantitatif dengan desain penelitian kausal. Populasi pada penelitian ini yaitu konsumen minuman Bir Bintang Zero di wilayah DKI Jakarta yang tidak diketahui jumlahnya. Sampel dalam penelitian memerlukan minimal sebanyak 280 sampel konsumen minuman Bir Bintang Zero di wilayah DKI Jakarta menggunakan *purposive sampling* dengan mempertimbangkan kriteria tertentu dan sampel akhir yang di dapat sebanyak 282 konsumen minuman Bir Bintang Zero Alkohol. Analisis data menggunakan SEM-PLS versi 4.0. Hasil penelitian ini menyatakan brand image, brand awareness, dan consumer attitude mendorong tercapainya minat beli. *Brand image*, *brand awareness*, *consumer attitude*, dan minat beli mendorong tercapainya keputusan pembelian. Minat beli berperan sebagai variabel mediasi dalam hubungan brand image, brand awareness, dan consumer attitude terhadap keputusan pembelian.

Kata Kunci: Keputusan pembelian, minat pembelian, *brand image*, *brand awareness*, dan *attitude*.

