

ABSTRAK

Yayang Julita. 2024. Pengaruh Efektivitas Strategi Pemasaran Berbasis *Brand Awareness*, Persepsi Kualitas dan Harga Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Indra Ayu Fatmala, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh *brand awareness*, persepsi kualitas dan harga terhadap keputusan pembelian dan minat beli. Serta pengaruh tidak langsung *brand awareness*, persepsi kualitas dan harga terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (studi kasus konsumen gerai makaronimu). Penelitian ini dilakukan di Gerai Makaronimu. Sampel penelitian 384 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan menggunakan metode *Partial Least Square* (PLS) menggunakan *software* SmartPLS versi 4.0

Hasil penelitian ini menunjukkan bahwa. 1) *Brand Awareness* berpengaruh positif terhadap minat beli. 2) Persepsi Kualitas berpengaruh positif terhadap minat beli. 3) Harga berpengaruh positif terhadap minat beli. 4) Minat Beli berpengaruh positif terhadap keputusan pembelian. 5) *Brand Awareness* berpengaruh positif terhadap keputusan pembelian melalui minat beli. 6) Persepsi Kualitas berpengaruh positif terhadap keputusan pembelian melalui minat beli. 7) Harga berpengaruh positif terhadap keputusan pembelian melalui minat beli

Kata Kunci: *Brand Awareness*, Persepsi Kualitas, Harga, Keputusan Pembelian dan Minat Beli

ABSTRACT

Yayang Julita. 2024. *The Influence of the Effectiveness of Marketing Strategies Based on Brand Awareness, Quality and Price Perceptions on Purchasing Decisions with Purchase Intention as an Intervening Variable (case study of consumers at your macaroni outlet). Thesis. Management Departement, Faculty of Economics and Business. University PGRI Madiun. Advisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Supervisor (II) Indra Ayu Fatmala, S.E., M.M.*

The aim of the research is to determine whether there is an influence of brand awareness, perceived quality and price on purchasing decisions and purchase intention. As well as the indirect influence of brand awareness, perceived quality and price on purchasing decisions with purchase intention as an intervening variable. This research was conducted at Gerai Makaronimu. The research sample was 384 respondents. The research method used is a quantitative approach using the Partial Least Square (PLS) method using SmartPLS software version 4.0.

The results of this research show that. 1) Brand Awareness has a positive effect on buying interest. 2) Perception of Quality has a positive effect on buying interest. 3) Price has a positive effect on buying interest. 4) Purchase Interest has a positive influence on purchasing decisions. 5) Brand Awareness has a positive influence on purchasing decisions through purchase interest. 6) Perception of Quality has a positive influence on purchasing decisions through purchase interest. 7) Price has a positive effect on purchasing decisions through purchasing interest

Keywords: *Brand Awareness, Perceived Quality, Price, Purchase Decision and Purchase Intention*