

ABSTRAK

Alvendo Vemb Istaqul. 2026. Pengaruh *Brand Awareness*, Ketersediaan Produk, *Event Marketing* dan Harga Terhadap Minat Beli AMDK Yoiki di Kabupaten Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M. M. Pembimbing (II) Dr. Apriyanti S.E., M.M.

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, dan Harga terhadap Minat Beli AMDK Yoiki di Kabupaten Madiun. Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data ini menggunakan *Nonprobability Sampling* dengan metode *Purposive Sampling* dan didapatkan sampel sebanyak 200 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program IBM SPSS. Hasil penelitian menunjukkan *Brand Awareness* berpengaruh positif dan signifikan terhadap Minat Beli, Ketersediaan Produk juga berpengaruh positif dan signifikan terhadap Minat Beli, *Event Marketing* berpengaruh positif dan signifikan terhadap Minat Beli, serta Harga juga berpengaruh positif dan signifikan terhadap Minat Beli. Secara simultan, *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, dan Harga terbukti berpengaruh signifikan terhadap Minat Beli, sehingga penguatan keempat aspek tersebut menjadi strategi efektif meningkatkan minat beli masyarakat terhadap AMDK Yoiki di Kabupaten Madiun.

Kata kunci: *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, Harga, Minat Beli.

ABSTRACT

Alvendo Vemb Istaqul. 2026. The Influence of Brand Awareness, Product Availability, Event Marketing, and Price on Purchase Intention of Yoiki Bottled Drinking Water (AMDK) in Madiun Regency. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Hari Purwanto, S.E., M.M. Supervisor (II) Dr. Apriyanti, S.E., M.M.

This study aims to analyze the influence of Brand Awareness, Product Availability, Event Marketing, and Price on Purchase Intention of Yoiki bottled drinking water (AMDK) in Madiun Regency. This research uses a quantitative method. The data collection technique employed Nonprobability Sampling with a Purposive Sampling method, resulting in a sample of 200 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS software. The results show that Brand Awareness has a positive and significant effect on Purchase Intention, Product Availability also has a positive and significant effect on Purchase Intention, Event Marketing has a positive and significant effect on Purchase Intention, and Price also has a positive and significant effect on Purchase Intention. Simultaneously, Brand Awareness, Product Availability, Event Marketing, and Price were proven to have a significant effect on Purchase Intention, so strengthening these four aspects becomes an effective strategy to increase public purchase intention toward Yoiki bottled drinking water in Madiun Regency.

Keywords: Brand Awareness, Product Availability, Event Marketing, Price, Purchase Intention.