

ABSTRACT

TITI DEWATI. The Influence of Brand Awareness to Purchase Intention in mediation Consumer Perceptions and Attitudes On a product snacks Private Brand Superindo Study Case At Daan mogot, West Jakarta. (Supervised by Abdurrahman).

The Study aims to determine the influence of Brand Awareness to Purchase Intention in mediation Consumer Perceptions and Attitudes On a product snacks Private Brand Superindo. In this Study, the independent variable Brand Awareness, while the intervening (mediation) variables is perceptions and attitudes consumers and dependent variable is Purchase Intention.

The samples used in this study were 100 respondents. Respondents in this study are the who shopped on Superindo at least twice in the last three months in the region Daan mogot, West Jakarta. The method of analysis in this study used Path Analysis.

The result of this study indicate that the Brand Awareness to the Perception of the Intrinsic, Extrinsic perception and consumer attitudes have a significant impact and Perception of the Intrinsic, Extrinsic Perception, Consumer Attitudes have a significant effect, while a direct influence Brand Awareness against Purchase Intention is not significant. Therefore, in this study the Perceptions and Attitudes of Consumers were able to mediate the Brand Awareness to Purchase Intention in the product purchase snacks Private Brand Daan mogot Superindo in West Jakarta.

Key word : Private Brand, Purchase Intention, Perceptions and Attitudes Consumers