

ABSTRAK

PERAN MEDIASI KESADARAN MEREK DAN MODERASI KUALITAS YANG DIPERSEPSIKAN DALAM PERILAKU PEMBELIAN ES KRIM WALL'S DI INDONESIA

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Penelitian ini mengkaji pengaruh iklan terhadap perilaku pembelian konsumen dan loyalitas merek, dengan menyoroti peran mediasi dari kesadaran merek serta efek moderasi dari kualitas yang dipersepsikan. Studi sebelumnya seperti Zhao *et al.* (2022) telah membuktikan penelitiannya dalam industri kosmetik, namun penerapan kerangka serupa masih terbatas pada sektor *fast-moving consumer goods* (FMCG) di pasar negara berkembang seperti Indonesia. Selain itu, peran kualitas yang dipersepsikan dalam memengaruhi kekuatan kesadaran merek terhadap hasil pembelian belum banyak dijelaskan secara empiris. Untuk menjawab kesenjangan tersebut, penelitian ini mengadaptasi model Zhao *et al.* dengan studi kasus es krim Wall's. Pendekatan kuantitatif digunakan dengan pengumpulan data dari 300 responden melalui purposive sampling. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui SmartPLS4. Hasil menunjukkan bahwa iklan berpengaruh signifikan terhadap kesadaran merek, loyalitas merek, dan perilaku pembelian konsumen. Kesadaran merek berperan sebagai mediator yang memediasi pengaruh kesadaran merek terhadap perilaku pembelian konsumen dan loyalitas merek, sedangkan kualitas yang dipersepsikan memoderasi hubungan antara kesadaran merek serta perilaku pembelian konsumen dan loyalitas merek di kategori es krim.

Kata Kunci: Iklan, Kesadaran Merek, Kualitas yang Dipersepsikan, Perilaku Pembelian Konsumen, Loyalitas Merek

ABSTRACT

THE MEDIATING ROLE OF BRAND AWARENESS AND THE MODERATING ROLE OF PERCEIVED QUALITY IN CONSUMER PURCHASING BEHAVIOR OF WALL'S ICE CREAM IN INDONESIA

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This study examines the influence of advertisement on consumer buying behavior and brand loyalty, with a focus on the mediating role of brand awareness and the moderating effect of perceived quality. While prior research such as Zhao et al. (2022) explored these relationships in the cosmetics industry, limited studies have applied this framework to the fast-moving consumer goods (FMCG) sector in emerging markets like Indonesia. Moreover, the role of perceived quality in conditioning the effect of brand awareness on consumer outcomes remains underexplored in this context. To address this gap, the study replicates and adapts Zhao et al.'s model using Wall's ice cream as a case. A quantitative method was applied, collecting data from 300 respondents through purposive sampling. Data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS4. Findings show that advertisement significantly impacts brand awareness, consumer buying behavior and brand loyalty. Brand awareness mediates both effects, while perceived quality moderates the link between brand awareness and buying behavior. This highlights the conditional role of perceived quality in shaping consumer responses in the ice cream category.

Keywords: Advertisement, Brand Awareness, Perceived Quality, Consumer Buying Behavior, Brand Loyalty.