

ABSTRAK

PENGARUH PESAN KAMPANYE, BRAND EQUITY, DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Konsumen Fore Coffee di Bandar Lampung)

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Kemajuan industri kopi di Indonesia telah mendorong perkembangan bisnis kedai kopi yang semakin pesat. Salah satu wujud dari berkembangnya industri kopi di Indonesia adalah dengan hadirnya berbagai merek kedai kopi modern yang menawarkan produk dan pengalaman konsumsi yang beragam, khususnya bagi generasi muda. Dengan mengalami pertumbuhan yang signifikan, bisnis kedai kopi kini memiliki banyak merek yang bersaing, salah satunya adalah Fore Coffee. Penelitian ini bertujuan untuk mengetahui pengaruh pesan kampanye, brand equity, dan persepsi harga terhadap keputusan pembelian konsumen Fore Coffee di Bandar Lampung, baik secara parsial maupun simultan. Jenis penelitian ini adalah explanatory research dengan pendekatan kuantitatif. Pengambilan sampel menggunakan metode nonprobability sampling dengan teknik purposive sampling sebanyak 385 responden. Data dikumpulkan dengan cara menyebarkan kuesioner secara online, dan dianalisis menggunakan software IBM SPSS versi 31. Hasil penelitian ini menunjukkan variabel pesan kampanye, brand equity, dan persepsi harga secara parsial dan simultan memiliki pengaruh signifikan terhadap keputusan pembelian konsumen Fore Coffee di Bandar Lampung.

Kata Kunci: Pesan Kampanye, *Brand Equity*, Persepsi Harga

ABSTRACT

THE EFFECT OF CAMPAIGN MESSAGES, BRAND EQUITY, AND PRICE PERCEPTION ON PURCHASING DECISIONS (A Study of Fore Coffee Consumers in Bandar Lampung)

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The advancement of the coffee industry in Indonesia has encouraged the rapid development of the coffee shop business. One manifestation of the development of the coffee industry in Indonesia is the emergence of various modern coffee shop brands that offer diverse products and consumption experiences, especially for the younger generation. With its significant growth, the coffee shop business now has many competing brands, one of which is Fore Coffee. This study aims to determine the influence of campaign messages, brand equity, and price perception on the purchasing decisions of Fore Coffee consumers in Bandar Lampung, both partially and simultaneously. This study is explanatory research with a quantitative approach. Sampling was conducted using nonprobability sampling with purposive sampling techniques involving 385 respondents. Data were collected by distributing questionnaires online and analyzed using IBM SPSS software version 31. The results of this study indicate that the variables of campaign messages, brand equity, and price perception, both partially and simultaneously, have a significant influence on the purchasing decisions of Fore Coffee consumers in Bandar Lampung.

Keywords: Campaign Messages, Brand Equity, Price Perception