

INTISARI

Sebagai buah yang populer dikonsumsi masyarakat, telah dilakukan pemasaran buah pisang bermerek. Penggunaan merek Sunpride pada pemasaran buah pisang bertujuan meningkatkan penjualannya. Penelitian ini bertujuan untuk (1) Mengetahui pengaruh *brand awareness* dan *brand image* terhadap keputusan pembelian buah pisang merek Sunpride di Kabupaten Sleman; (2) Mengetahui pengaruh *brand awareness* melalui *brand image* terhadap keputusan pembelian buah pisang merek Sunpride di Kabupaten Sleman. Metode *sampling* yang digunakan adalah *non-probability sampling*; pemilihan sampel secara *convenience sampling* berjumlah 50 orang konsumen. Metode analisis data yang digunakan yaitu analisis jalur (*path analysis*). Karakteristik konsumen pisang bermerek Sunpride di Kabupaten Sleman adalah mayoritas Perempuan, berusia 18-25 tahun, berstatus mahasiswa, berpenghasilan kurang dari Rp1.500.000,00 per bulan. Model analisis jalur menunjukkan bahwa terdapat pengaruh langsung *brand awareness* dan *brand image* terhadap keputusan pembelian buah pisang merek Sunpride di Kabupaten Sleman. *Brand awareness* berpengaruh secara tidak langsung terhadap keputusan pembelian melalui *brand image*. Pengaruh langsung *brand awareness* terhadap keputusan pembelian lebih besar daripada pengaruh tidak langsung *brand awareness* terhadap keputusan pembelian melalui *brand image*.

Kata kunci: pisang, *brand awareness*, *brand image*, keputusan pembelian, analisis jalur

ABSTRACT

As a fruit popularly consumed by the public, marketing branded bananas has been carried out. The use of the Sunpride brand in banana marketing aims to increase sales. This study aims to (1) determine the effect of brand awareness and brand image on purchasing decisions of Sunpride brand bananas in Sleman Regency; (2) Knowing the effect of brand awareness through a brand image on purchasing decisions of Sunpride brand bananas in Sleman Regency. The sampling method used is non-probability sampling; sample selection by convenience sampling amounted to 50 consumers. The data analysis method used is path analysis. The characteristics of consumers of Sunpride, branded bananas in Sleman Regency, are that the majority are women aged 18-25 years, with student status, injured less than IDR 1,500,000.00 per month. The path analysis model shows a direct effect of brand awareness and brand image on purchasing decisions of Sunpride brand bananas in Sleman Regency. Brand awareness has an indirect effect on purchasing decisions through brand image. The direct effect of brand awareness on purchasing decisions is greater than the indirect effect of brand awareness on purchasing decisions through brand image.

Keywords: bananas, brand awareness, brand image, purchasing decisions, path analysis