Pengaruh Brand Awareness, Brand Association, dan Perceived Quality terhadap Minat Beli Susu Bebas
Laktosa
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PENGARUH *BRAND AWARENESS, BRAND ASSOCIATION,* DAN *PERCEIVED QUALITY* TERHADAP PADA MINAT BELI SUSU BEBAS LAKTOSA

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INTISARI

Kebutuhan susu bebas laktosa semakin meningkat akibat meningkatnya kesadaran akan intoleransi laktosa atau *lactose intolerance*. Meskipun demikian, tingkat kesadaran masyarakat Indonesia terhadap produk susu bebas laktosa masih relatif rendah. Oleh karena itu, diperlukan pemahaman mengenai faktor-faktor yang dapat memengaruhi minat beli konsumen terhadap susu bebas laktosa. Salah satunya *brand equity*. *Brand equity* terdiri dari variabel *brand awareness, brand association, dan perceived quality* yang diasumsikan memiliki pengaruh terhadap minat beli konsumen. Metode penelitian yang digunakan adalah metode kuantitatif kausal dengan penyebaran kuesioner kepada 245 responden berusia lebih dari 18 tahun. Data diambil dengan kuesioner dengan skala likert 1-5 sebagai alat pengukuran. Analisis data dilakukan menggunakan PLS-SEM dengan uji validitas konvergen dan diskriminan, serta uji reliabilitas dengan *Cronbach alpha* dan *Composite reliability* sebagai tahap awal untuk memastikan kualitas instrumen penelitian. Hasil analisis menunjukan bahwa *brand awareness* berpengaruh secara positif dan tidak signifikan pada minat beli, namun berpengaruh positif dan signifikan terhadap *perceived quality. Brand association* dan *perceived quality* berpengaruh secara positif dan signifikan terhadap minat beli konsumen susu bebas laktosa. Hasil penelitian ini menunjukan bahwa semakin tinggi kesadaran merek, maka persepsi konsumen terhadap kualitas susu bebas laktosa semakin meningkat, namun kesadaran merek tidak berpengaruh pada minat beli. Semakin tinggi persepsi kualitas dan asosiasi merek, maka semakin tinggi minat beli konsumen.

(Kata kunci: *brand association*, *brand equity*, *brand awareness*, minat beli, *perceived quality*, susu bebas laktosa)

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INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY ON PURCHASE INTENTION OF LACTOSE-FREE MILK

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ABSTRACT

The demand for lactose-free milk is increasing due to growing awareness of lactose intolerance. However, public awareness of lactose-free milk products in Indonesia remains relatively low. Therefore, it is essential to understand the factors influencing consumer purchase intention regarding lactose-free milk. One of the factor is brand equity. Brand equity consist of variables such as brand awareness, brand association, and perceived quality that are assumed to influence consumer purchase intention. This study employed a quantitative causal method, distributing questionnaires to 245 respondents aged 18 and older. Data were collected through questionnaires using a 1–5 Likert scale. Data analysis was conducted using PLS-SEM, incorporating convergent and discriminant validity tests, as well as reliability tests through Cronbach's alpha and Composite Reliability to ensure the quality of the research instrument. The analysis results indicate that brand awareness has a positive but insignificant effect on purchase intention, yet it has a positive and significant effect on perceived quality. Brand association and perceived quality both have positive and significant effects on consumer purchase intention for lactose-free milk. The findings shows that while higher brand awareness enhances consumer perception of lactose-free milk quality, it does not directly influence purchase intention; conversely,higher perceived quality and brand association lead to increased consumer purchase intention.

(Key Words: brand association, brand equity, brand awareness,free-lactose milk, purchase intention perceived quality)