

ABSTRAK

Aqua, one of the pioneers of bottled drinking water in Indonesia, which has the largest sales since 1973 and the Aqua brand ranked first in the top brand index in 2018. Aqua's success in controlling the bottled mineral water market in Indonesia is inseparable from the branding strategies that have been carried out by the company marketing team. The phenomenon that often occurs in Indonesia is when consumers want to buy bottled mineral water in stores, which consumers initially call the Aqua brand to buy bottled mineral water, but when the Aqua brand is not available, consumers will switch to choosing mineral water with other brands. With the frequent occurrence of this phenomenon, it can be seen that when Aqua is still the market leader in the market for bottled mineral water. This causes the name Aqua to be very inherent in the community or also called Brand Awareness. Aqua places its position at the Top Of Mind.

This study aims to see whether there is an influence of each level of brand awareness consisting of Top Of Mind, Brand Recall, Brand Recognition, Unaware Of Brand, Purchase, and Consumption on purchasing decisions. This research uses quantitative methods and to test hypotheses, techniques Data analysis used is Structural Equation Modeling (SEM) with SmartPLS as statistical software. For data collection, researchers used questionnaires online through google form with a total of 400 respondents. Based on the results of this study, Brand Awareness levels consisting of Top Of Mind, Brand Recall, Brand Recognition, Unaware Of Brand, Purchase, and Consumption which have the most significant influence on purchasing decisions are Consumption which have a greater value of 28.2% when compared with Top Of Mind, Brand Recall, Brand Recognition, Unaware Of Brand, Purchase

Keywords: *Brand Awareness, Top Of Mind, Brand Recall, Brand Recognition Unaware Of Brand, Purchase dan Consumption, Aqua, Purchase Decisions.*