

ABSTRACT

This research was conducted with the aim to know and analyze the effect of mobile advertising towards purchase intention with brand image as intervening variable.

The various supporting theories used as a reference is on the discussion of mobile advertising, brand image and purchase intention. In the early stages of the literature review also discusses various theories related to customer journey, integrated marketing communication, e-marketing mix and sales promotion.

The type of research used in this research is descriptive quantitative research method with causality research approach. This study is intended to build a real picture of a phenomenon that is in the context of the research. The populations in this study are all Starbucks consumers in the area of Jakarta. A sample of 180 people is Starbucks customers in DKI Jakarta area.

The results showed that Mobile Advertising directly positively affect the Brand Image. Mobile Advertising directly positively affects Purchase Intention. Brand Image directly positively affects Purchase Intention. Brand Image can mediate the influence between Mobile Advertising and Purchase Intention. Mobile Advertising and Brand Image together positively influence Purchase Intention.

Some suggestions that are expected to be useful for various parties are also given, namely for Starbucks merchants can increase the use of mobile advertising and maintain brand image quality so that purchase intention customers can be increased to purchase Starbucks products and for further researches are expected to expand the object of research and add other variables that can affect brand image and purchase intention.

Keywords: Mobile Advertising, Brand Image, and Purchase Intention