

ABSTRACT

This research was conducted based on a phenomena that occurred in the city of Tanjungpinang, the small town has a very strong Malay culture, especially in the culinary business. Trigo crunch is a culinary business that has a strong identity for its cereal products, but still maintains the characteristics of Malay culture. However, because Trigo crunch is a culinary business that is only one year old, a strategy is needed to attract consumer buying interest. The purpose of this research is to determine the effect of brand awareness, brand association, and perceived quality on brand purchase intention in consumers at Trigo crunch.

The population used in this research uses consumers who have purchased products on Trigo crunch. This research was conducted using quantitative methods with descriptive research type. The data analysis technique used is multiple linear analysis using the Method of Successive Interval (MSI). The data used in this study is primary data from respondents who have filled out a questionnaire with a total of 100 people, using a non-probability sampling method of purpose sampling.

Based on the results of partial hypothesis testing, all independent variables have a significant effect on the dependent variable of brand purchase intention on consumers at Trigo crunch. Meanwhile, based on the results of the f (simultaneous) test, it was found that $f_{count} > f_{Tabel}$ ($129.406 > 2.70$) which means that brand awareness, brand association and perceived quality have a significant effect simultaneously on consumer brand purchase intention at Trigo crunch.

Keyword : *Brand awareness, brand association, perceived quality, brand purchase intention, and brand equity.*