ABSTRAK

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Judul : PERAN *BRAND AWARENESS* SEBAGAI VARIABEL INTERVENING DALAM *TOURIST PURCHASING DECISION* KOPI ARABIKA GAYO DI KABUPATEN ACEH TENGAH

Penelitian ini bertujuan untuk menguji peran *brand awareness* dalam memediasi pengaruh *taste*, *brand trust*, *perceived quality*, dan *brand love* terhadap *tourist purchasing decision* Kopi Arabika Gayo di Kabupaten Aceh Tengah. Semua variabel dalam penelitian ini diukur dengan menggunakan skala *likert*, di mana data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan cara membagikan kuesioner kepada 210 wisatawan yang pernah membeli atau mengonsumsi Kopi Arabika Gayo yang berkunjung ke destinasi wisata di Kabupaten Aceh Tengah. Teknik analisis data yang digunakan adalah analisis jalur dengan menggunakan perangkat lunak *WarpPLS* versi 7.0. Hasil penelitian menunjukkan bahwa *taste, perceived quality,* dan *brand love* berpengaruh signifikan terhadap *brand awareness*, sedangkan *brand trust* tidak berpengaruh signifikan terhadap *brand awareness* Kopi Arabika Gayo di Kabupaten Aceh Tengah. Kemudian, *brand awareness, brand trust,* dan *brand love* berpengaruh signifikan terhadap *tourist purchasing decision*, sedangkan *taste* dan *perceived quaity* tidak berpengaruh signifikan terhadap *purchasing decision* Kopi Arabika Gayo di Kabupaten Aceh Tengah. Berdasarkan analisis jalur diperoleh hasil bahwa *brand awareness* mampu memediasi pengaruh *taste, perceived quality*, dan *brand love*i terhadap *tourist purchasing decision*. Sementara itu, *brand awareness* tidak mampu memediasi pengaruh *brand trust* terhadap *tourist purchasing decision* Kopi Arabika Gayo di Kabupaten Aceh Tengah.

Kata Kunci : Cita Rasa, Kepercayaan Merek, Persepsi Kualitas, Kecintaan Merek, Kesadaran Merek, Keputusan Pembelian Wisatawan

ABSTRACT

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Title : *THE ROLE OF BRAND AWARENESS AS AN INTERVENING IN TOURIST PURCHASING DECISIONS REGARDING GAYO ARABICA COFFE IN CENTRAL ACEH REGENCY*

This study aims to examine the role of brand awareness in mediating the influence of taste, brand trust, perceived quality, and brand love on tourist purchasing decisions of Gayo Arabica Coffee in Central Aceh Regency. All variables in this study were measured using a Likert scale, where the data used in this study was primary data obtained by distributing questionnaires to 210 tourists who had bought or consumed Gayo Arabica Coffee who visited tourist destinations in Central Aceh Regency. The data analysis technique used is path analysis using WarpPLS version 7.0 software. The results showed that taste, perceived quality, and brand love had a significant effect on brand awareness, while brand trust did not have a significant effect on brand awareness of Gayo Arabica Coffee in Central Aceh Regency. Then, brand awareness, brand trust, and brand love have a significant effect on tourist purchasing decisions, while taste and perceived quality do not have a significant effect on purchasing decisions of Gayo Arabica Coffee in Central Aceh Regency. Based on the path analysis, the results were obtained that brand awareness was able to mediate the influence of taste, perceived quality, and brand love on tourist purchasing decisions. Meanwhile, brand awareness cannot mediate the influence of brand trust on tourist purchasing decisions of Gayo Arabica Coffee in Central Aceh Regency.

Keywords *: Taste, Brand Trust, Perceived Quality, Brand Love, Brand Awareness, Tourist Purchasing Decision*