

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *brand page commitment*, *word of mouth* dan kesadaran merek terhadap niat beli. Subjek penelitian ini adalah masyarakat yang mengetahui merek Cokelat nDalem. Penelitian ini menggunakan sampel sejumlah 103 responden yang dipilih dengan teknik *purposive sampling*. Alat analisis menggunakan AMOS 21. Terlebih dahulu sebelum melakukan analisis data dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas menggunakan program SPSS 23.

Berdasarkan analisis data yang telah dilakukan diperoleh hasil bahwa *brand page commitment* berpengaruh secara positif dan signifikan terhadap *word of mouth*, *brand page commitment* berpengaruh secara positif dan signifikan terhadap kesadaran merek, *brand page commitment* tidak berpengaruh terhadap niat beli, *word of mouth* berpengaruh secara positif dan signifikan terhadap niat beli, dan kesadaran merek berpengaruh secara positif dan signifikan terhadap niat beli.

Kata kunci : *Brand Page Commitment*, *Word of Mouth*, Kesadaran Merek, Niat Beli

## **ABSTRACT**

*This study aims to examine the effect of brand page commitment, word of mouth and brand awareness on purchase intention. The subject of this research is the people who know the Chocolate nDalem brand. This study uses a sample of 103 respondents selected by purposive sampling technique. The analytical tool uses AMOS 21. First, before performing data analysis, the instrument quality test includes validity test and reliability test using SPSS 23 program.*

*Based on the data analysis that has been done, the results show that brand page commitment has a positive and significant effect on word of mouth, brand page commitment has a positive and significant effect on brand awareness, brand page commitment has no effect on purchase intention, word of mouth has a positive and significant effect on purchase intention. and brand awareness has a positive and significant effect on purchase intention.*

*Keywords : Brand Page Commitment, Word of Mouth, Brand Awareness, Purchase Intention*