

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image* dan *service quality* terhadap *purchase intention* dengan *perceived quality* sebagai variabel mediasi pada konsumen Nuju Coffee Yogyakarta. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 160 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SEM berbasis Partial Least Square (PLS) dengan bantuan SmartPLS.

Hasil penelitian menunjukkan bahwa *brand image*, *service quality*, dan *perceived quality* berpengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *brand image* dan *service quality* juga berpengaruh signifikan terhadap *perceived quality*. *Perceived quality* terbukti mampu memediasi pengaruh *brand image* dan *service quality* terhadap *purchase intention*.

Kata kunci: *brand image*, *service quality*, *perceived quality*, *purchase intention*

ABSTRACT

This study aims to analyze the effect of brand image and service quality on purchase intention with perceived quality as a mediating variable among consumers of Nuju Coffee Yogyakarta. This research uses a quantitative approach with a survey method involving 160 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using SEM based on Partial Least Square (PLS) with SmartPLS.

The results indicate that brand image, service quality, and perceived quality have positive and significant effects on purchase intention. In addition, brand image and service quality significantly influence perceived quality. Perceived quality is also proven to mediate the relationship between brand image and service quality on purchase intention.

Keywords: *brand image, service quality, perceived quality, purchase intention*