

PENGARUH *BRAND IMAGE*, *PRODUCT KNOWLEDGE* DAN LOKASI TERHADAP *PURCHASE INTENTION* DENGAN *GREEN PRICE* SEBAGAI VARIABEL MODERASI

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *brand image*, *product knowledge* dan lokasi terhadap *purchase intention* dengan *green price* sebagai variabel moderasi yang memiliki pengaruh secara signifikan terhadap *purchase intention* pada toko kue magenta coklat. Populasi dalam penelitian ini adalah masyarakat Kota Padang. Jumlah sampel 100 orang dengan kriteria pernah berkunjung dan membeli di toko kue magenta coklat. Metode pengambilan sampel ini adalah *purposive sampling*. Jenis data yang di gunakan adalah data primer melalui penyebaran kuesioner . Metode analisis data yang di gunakan adalah *Partial least square (PLS)*

Hasil penelitian menunjukkan bahwa *brand image* berpengaruh positive terhadap *purchase intention*. *Product Knowledge* berpengaruh positive terhadap *purchase intention*. Lokasi berpengaruh positive terhadap *purchase intention*. *Green price* tidak berpengaruh positive terhadap *purchase intention*. *Green price* berpengaruh positive dalam memoderasi *brand image* terhadap *purchase intention*. *Green price* tidak berpengaruh positive dalam memoderasi *product knowledge* terhadap *purchase intention*.

Kata Kunci : *Brand Image*, *Product Knowledge*, Lokasi, *Green Price* dan *Purchase Intention*

EFFECT OF BRAND IMAGE, PRODUCT KNOWLEDGE AND LOCATION ON PURCHASE INTENTION WITH GREEN PRICE AS A MODERATION VARIABLES

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ABSTRACT

The purpose of this study was to determine the effect of brand image, product knowledge and location on purchase intention with green price as a moderating variable which has a significant effect on purchase intention of too chocolate magenta cake. The population in this study were the people of Padang City. The number of samples is 100 people with the criteria that they have visited and bought at a chocolate magenta cake shop. This sampling method is purposive sampling. The type of data used is primary data through questionnaires. The data analysis method used is partial least square (PLS).

The results showed that brand image has a positive effect on purchase intention. Product Knowledge has a positive effect on puechase intention. Location has a positive effect on purchase intention. Green price has no positive effect on purchase intention. Green price has a positive effect in moderating brand image on purchase intention. Green price does not have a positive effect in moderating product knowledge on purchase intention.

Keywords: Brand Image, Product Knowledge, Location, Green Price and Purchase Intention.