

**PENGARUH *BRAND IMAGE* DAN *PRODUCT KNOWLEDGE* TERHADAP  
MINAT BELI DI *J.CO DONUTS & COFFEE* BASKO GRAND MALL  
PADANG**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisa dan mengetahui pengaruh *brand image* dan *product knowledge* terhadap minat beli di *J.Co Donuts&Coffee* Basko Grand Mall Padang. Teknik yang digunakan dalam pengambilan sampel adalah *purposive sampling*, dan data yang digunakan adalah data primer melalui kuisioner. Sampel dalam penelitian ini adalah responden yang belum pernah melakukan pembelian di *J.Co Donuts&Coffee* Basko Grand Mall Padang. Metode analisis yang digunakan dalam penelitian ini yaitu analisis regresi linier berganda dan pengolahan data dilakukan menggunakan SPSS. Hasil pengujian dengan menggunakan uji hipotesis untuk melihat pengaruh variabel independen terhadap variabel dependen. Hasil penelitian ini menemukan bahwa *brand image* dan *product knowledge* berpengaruh positif dan signifikan terhadap minat beli di *J.Co Donuts & Coffee* Basko Grand Mall Padang.

**Kata kunci:** *Brand Image, Product Knowledge, Minat Beli*

***THE EFFECT OF BRAND IMAGE, AND PRODUCT KNOWLEDGE  
ONPURCHASE INTENTIONATJ.CO DONUTS & COFFEE BASKO GRAND  
MALL IN THE PADANG CITY.***

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***ABSTRACT***

*This study aims to analyze and determine to find out the influence of the brand image and product knowledge on purchase intention at J.Co Donuts & Coffee Basko Grand Mall in the Padang city. The technique used in sampling is purposive sampling, and the data used are primary data through questionnaires. The sample in this study was respondents who never made a purchase at J.Co Donuts & Coffee Basko Grand Mall in the Padang city. The analysis method used in this study is multiple linear regression analysis and data analysis method in this study uses SPSS. The test results using test the hypothesis to see the results of the influence of independent variables on the dependent variable. The results of this study found that brand image and prduct knowledge had a positive and significant effect on the purchase intention at J.Co Donuts & Coffee Basko Grand Mall in the Padang city.*

***Keywords: Brand Image, Product Knowledge, Purchase Intention***