

***THE INFLUENCE OF NAMING RIGHTS SPONSORSHIP,
USER-GENERATED CONTENT ON PURCHASE DECISION OF
KOPI TUKU THROUGH BRAND AWARENESS***

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Abstract

This study aims to analyze the effect of Naming Rights Sponsorship and User-Generated Content (UGC) on Purchase Decision of Kopi TUKU, with Brand Awareness as a mediating variable. The research employs a quantitative approach using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) through SmartPLS 4. The sampling technique used stratified random sampling approach. Data were collected from 105 respondents, both male and female, aged over 17 years, who reside in the Greater Jakarta area (Jabodetabek) and have activities around MRT Cipete Raya TUKU, using an online questionnaire distributed via Google Forms. The results indicate that: (1) Naming Rights Sponsorship has a significant effect on Purchase Decision; (2) User-Generated Content has a positive and significant effect on Purchase Decision; (3) Brand Awareness has a positive and significant effect on Purchase Decision; (4) Naming Rights Sponsorship has a positive and significant indirect effect on Purchase Decision through Brand Awareness; and (5) User-Generated Content has a positive indirect effect on Purchase Decision through Brand Awareness, although the effect is relatively weak.

Keywords: Brand Awareness, Kopi TUKU, Naming Rights Sponsorship, Purchase Decision, User-Generated Content.

PENGARUH *NAMING RIGHTS SPONSORSHIP*, *USER-GENERATED CONTENT* TERHADAP *PURCHASE DECISION* KOPI TUKU MELALUI *BRAND AWARENESS*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Naming Rights Sponsorship*, dan *User-Generated Content* (UGC) terhadap *Purchase Decision* Kopi TUKU melalui *Brand Awareness*, menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) melalui SmartPLS 4.0.9.9. Teknik pengambilan sampel menggunakan metode *stratified random sampling*, di mana data diperoleh dari 105 responden laki-laki dan perempuan berusia diatas 17 tahun yang berdomisili Jabodetabek dan beraktivitas melewati MRT Cipete Raya TUKU melalui kuesioner Google Form. Hasil penelitian menunjukkan bahwa: (1) *Naming Rights Sponsorship* menunjukkan adanya hubungan signifikan terhadap *Purchase Decision*; (2) *User-Generated Content* memberikan hubungan yang positif dan signifikan terhadap *Purchase Decision*; dan (3) *Brand Awareness* ditemukan memiliki hubungan yang positif dan signifikan dalam mendorong *Purchase Decision*. (4) *Naming Rights Sponsorship* melalui *Brand Awareness* ditemukan memiliki hubungan yang positif dan signifikan dalam mendorong *Purchase Decision*. (5) Sebaliknya, *User-Generated Content* melalui *Brand Awareness* ditemukan memiliki hubungan yang positif, namun pengaruh tersebut relatif lemah dalam mendorong *Purchase Decision*.

Kata kunci: *Brand Awareness*, Kopi TUKU, *Naming Rights Sponsorship*, *Purchase Decision*, *User-Generated Content*