

SUMMARY

This research is a survey research on the community of Kemawi village, Somagede sub-district with the Lumpung coffee brand in Banyumas. This study takes the title: “The Effect of Price Perception, Quality Perception, Brand Awareness, and Product Availability on Purchase Intention with Brand Image as a Mediating Variable (Study on Lumpung Coffee in Kemawi Village, Somagede District)” The purpose of this study was to analyze the effect of perceived price, perceived quality, brand awareness, and product availability on purchase intention with brand image as a mediating variable. The population in this study were all people in Kemawi Village, Somagede District. The sample was determined by non probability sampling and in the end 210 people became respondents in this study.

This research uses Structural Equation Modeling (SEM) software SmartPLS. (1)The results of this study are Brand awareness and perceived price have a positive and significant effect on brand image. (2) Brand image has a positive and significant effect on purchase intention. while (3) Perceived price, perceived quality, product availability, and brand awareness directly have no significant effect on purchase intention. (4) Brand image mediates the effect of brand awareness on purchase intention positively and significantly. (5) Brand image does not mediate the effect of perceived price and perceived quality on purchase intention significantly. Brand image has an important role as a mediator in building the purchase intention of local coffee consumers in Kemawi Village, especially through the influence of brand awareness. However, the direct influence of perceived price, perceived quality, and product availability on purchase intention is not significant, indicating the need for additional strategies.

This research implication is the lumpung coffee should Increase brand awareness through active and aggressive promotion, creating a unique packaging logo that is easily recognizable, and pursuing participation in local product fairs. Improving significant price perceptions for consumers, producers must create the impression that the price of the product is in line with the quality and value provided, the implementation of promotions such as discounts or loyalty programs. Evaluate consumer perceptions of price by investing in training coffee farmers to improve their skills, utilizing superior processing equipment, and implementing strict quality control measures. Improve product availability expanding distribution channels to include local shops, coffee shops, and e-commerce sites, consumers will find it easier to access the products.

Keyword: Perceived Price, Perceived Quality, Brand Awareness, Product Availability, Brand Image, Purchase Intention.