

ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *animocity* dan *brand image* terhadap minat beli dengan sikap konsumen sebagai variabel intervening. Populasinya adalah konsumen yang melakukan pembelian di Starbuck dengan jumlah sampel sebesar 100 responden. Teknik pengambilan sampel adalah *purposive sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *animocity* terbukti berpengaruh negatif dan signifikan terhadap sikap konsumen, sedangkan *brand image* berpengaruh positif terhadap sikap konsumen. *Animocity* mempunyai pengaruh negatif dan signifikan terhadap minat beli, sedangkan *brand image* dan sikap konsumen berpengaruh positif terhadap minat beli. Sikap konsumen mampu menjadi variabel intervening antara *animocity* terhadap minat beli. Sikap konsumen mampu menjadi variabel intervening antara *brand image* dengan minat beli

Kata Kunci : *animocity, brand image, sikap konsumen dan minat beli.*

ABSTRACT

The purpose of this study was to determine and analyze the effect of animosity and brand image on buying interest with consumer attitudes as an intervening variable. The population is consumers who make purchases at Starbucks with a total sample of 100 respondents. The sampling technique is purposive sampling. The analysis tool is the path analysis, which was previously tested for validity and reliability as well as the classic assumption test.

The test results show that animosity is proven to have a negative and significant effect on consumer attitudes, while brand image has a positive effect on consumer attitudes. Animosity has a negative and significant influence on buying interest, while brand image and consumer attitudes have a positive effect on buying interest. Consumer attitude can be an intervening variable between animosity and buying interest. Consumer attitude can be an intervening variable between brand image and buying interest.

Keywords: animosity, brand image, consumer attitudes and buying interest.