

## ABSTRAK

Hasil penelitian yang dilakukan oleh Maulydha Zulvia, dkk (2018) mengenai hubungan antara *word of mouth* dengan *purchase decision* menunjukkan bahwa *word of mouth* berpengaruh positif terhadap *purchase decision*.

Penelitian tersebut bertentangan dengan hasil penelitian Muhammad Rukmana dkk (2019) mengenai hubungan antara *word of mouth* dengan *purchase decision*, hasilnya dijelaskan bahwa *word of mouth* tidak berpengaruh secara signifikan terhadap *purchase decision*.

Trend yang saat ini sedang hangat dan paling diincar oleh kalangan muda ataupun kaum milenial adalah bisnis retail cafe modern. Salah satu bisnis retail yaitu J.CO Donuts & Coffee, yang menjual donat, yogurt beku, dan kopi. Perkembangan J.Co Donuts & Coffee terbilang sangat pesat, karena mampu mengungguli Dunkin Donuts yang sejak tahun 1985 menjadi penguasa pasar donuts di Indonesia. J.Co Donuts & Coffee memiliki produk unggulan yang membuatnya mampu bertahan ketika persaingan semakin ketat yaitu produk donuts yang digemari oleh konsumen. Namun beberapa tahun terakhir pada *Top Brand Index* kategori toko donuts, J.Co Donuts & Coffee mengalami penurunan presentase. Jenis penelitian yang digunakan dalam penelitian ini adalah tipe *explanatory research*. Singarimbun, (2006) menjelaskan *explanatory research* yaitu penelitian yang digunakan untuk menjelaskan hubungan kausal atau bisa disebut hubungan sebab akibat antara variabel-variabel melalui pengujian hipotesa yang dirumuskan atau sering kali disebut sebagai penelitian penjelas.

Kata Kunci: Brand Awareness, Internet Marketing, Purchase Decision, Word of Mouth

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The results of research conducted by Mauliydha Zulvia, et al (2018) regarding the relationship between word of mouth and purchase decisions show that word of mouth has a positive effect on purchase decisions. This research contradicts the results of research by Muhammad Rukmana et al (2019) regarding the relationship between word of mouth and purchase decisions, the results explain that word of mouth has no significant effect on purchase decisions.

The trend that is currently hot and most targeted by young people or millennials is the modern retail cafe business. One of the retail businesses is J.CO Donuts & Coffee, which sells donuts, frozen yogurt, and coffee. The development of J.Co Donuts & Coffee is said to be very fast, because it is able to outperform Dunkin Donuts which since 1985 has been the ruler of the donuts market in Indonesia. J.Co Donuts & Coffee has excellent products that make it able to survive when competition is getting tighter, namely donuts products that are favored by consumers. However, in the last few years the Top Brand Index for the donuts store category, J.Co Donuts & Coffee has experienced a percentage decline. The type of research used in this research is explanatory research type. Singarimbun, (2006) explains explanatory research, which is research used to explain causal relationships or can be called causal relationships between variables through hypothesis testing which is formulated or often referred to as explanatory research.

Keywords: Brand Awareness, Internet Marketing, Purchase Decision, Word of Mouth