

ABSTRACT

This research aims to analyze the influence of Brand Awareness and Online Customer Review on Purchase Intention of Aerostreet Brand (Case Study on Shopee Live Users among Students in Bandung). The research method used is descriptive method with a quantitative approach. The sampling technique in this research is purposive sampling with a total of 200 respondents and data collection through questionnaire distribution to Shopee Live users. The data analysis technique used is descriptive analysis and multiple linear regression. Data processing is done using IBM SPSS software version 27 for Windows.

Based on the results of this research, it is found that brand awareness and online customer review have a positive effect on purchase intention for the Aerostreet brand on Shopee Live both partially and simultaneously. This is evidenced by conducting an f test with the calculated F value $> F$ table ($17.409 > 3.04$) and significance level ($<0.001 < 0.05$). Based on the coefficient of determination, it is found that brand awareness and online customer review influence 15%, while the remaining 85% is influenced by other variables.

Kata Kunci: Brand Awareness, Online Customer Review, Purchase Intention