

ABSTRACT

This research was conducted to determine the influence of brand consciousness, brand awareness, and brand nationality on purchase behavior, moderated by brand schematicity, using the case study of Geoff Max brand among the people of Bandung. The purpose of this study is to analyze how brand consciousness, brand awareness, and brand nationality partially and simultaneously affect purchase behavior among Geoff Max brand users in Bandung.

This research uses a quantitative method with a descriptive type of study. The sample was taken using a sampling method involving 400 respondents. The data analysis techniques used are descriptive analysis and SEM.

Based on the results of the testing with the outer model analysis method, it was found that the dimensions of each variable are forming factors of their latent variables, namely brand consciousness, brand awareness, brand nationality, brand schematicity, and purchasing behavior. The results of the inner model path coefficient and t-value showed that there is an influence of brand awareness on purchasing behavior, an influence of brand consciousness on brand awareness, an influence of brand consciousness on purchasing behavior, an influence of brand nationality on brand awareness, and an influence of brand nationality on purchasing behavior. Additionally, brand schematicity is not able to moderate the effects of brand consciousness, brand nationality, and brand awareness on purchasing behavior.

Keywords: *brand consciousness, brand awareness, brand nationality, brand schematicity, purchasing behavior, Geoff Max*