

**Analyzing Brand Awareness, Brand Image, Health Motivation, and
Brand Trust towards Purchase Intention (A Case Study of Tropicana
Slim Instant Noodles)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Analyzing Brand Awareness, Health Motivation, Brand Image, and Brand Trust
Towards Purchase Intention: A Case Study of Tropicana Slim Less Fat Instant Noodle

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Instant food is the food that become famous in this globalization era. One type of instant food that has biggest demand in the world is instant noodles. Indonesia has the second largest demand on instant noodles by the population. This create an aggressive industry in instant noodle with the number of competitor in the market. Tropicana slim came to the industry with their uniques selling point which is a healthier noodle due to their less salt, less fat, and less kalori product. According to Top Brand Awards Indonesia, Tropicana Slim was no where to be seen as a Top Brand in the category of instant noodle, whereas other Tropicana Slim product won Top Brand Award continuously from 2012-2016 in Low-Calorie Sweetener product. The study analyze brand awareness, health motivation, brand image, towards brand trust that influence purchase intention. Using SPSS version 22 and Structural Equation Method (SEM) in AMOS version 24 for data analysis from quantitavie research of 103 respondents using non-probability judgemental sampling. A qualitative research also used in this research as a pre-survey by conducting focus group discussion. Result shows that five from six hypotheses were accepted, and one hypothesis were rejected.

Keywords: *Brand awareness, Brand image, Brand trust, Health Motivation, Instant Noodle, Purchase Intention, Tropicana Slim*



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DEDICATION

I dedicate this work for my beloved family, friends, and lecturers. Thankyou for always being there to support me and make me happy.



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