

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
Management Study Program
Odd Semester 2019/2020*

INFLUENCE ANALYSIS OF CORPORATE REPUTATION ON THE PURCHASE OF PRODUCTS WITHOUT ARTIFICIAL SWEETENERS IN BATAM

**Selly Julianti
NPM: 1641140**

ABSTRACT

This study aims to examine the effect of the variables: Corporate Reputation, Brand Image and Brand Loyalty on Purchase Intention. Creating awareness about the dangers of diabetes can be an opportunity for sweetener about the dangers of diabetes can be an opportunity for sweetener product manufacturers while offering solutions that are expected to build a company's reputation.

This research uses survey method by distributing 330 questionnaires to respondents. Samples were taken from respondents who bought and used artificial sweeteners in Batam. The results of respondents, who have been collected is then processed using PLS Software. The PLS results obtained stated that there was a significant relationship of several variables tested.

Results of the study showed that Corporate Reputation, Brand Image and Brand Loyalty have a significant positive effect on Purchase Intention and thus the results of this study can be used by companies to improve their public image which will be useful to attract potential customers as well as increasing brand awareness and loyalty. Lastly, consumers will be more aware about the dangers of diabetes.

Keywords: *Corporate Reputation, Brand Image, Brand Loyalty, Purchase Intention*