

ABSTRACT

This study aims to analyze the influence of perceived quality and brand image on purchase intention, with perceived value as a mediating variable, among Kopi Kenangan consumers in Semarang. This study was motivated by the increasingly intense competition in the coffee shop industry, consumer reviews regarding the quality of Kopi Kenangan products in Semarang, the dynamics of Kopi Kenangan's Top Brand Index (TBI), and discrepancies in the findings of previous studies. The population in this study consists of individuals who are familiar with the Kopi Kenangan brand in Semarang. The sample size was 174 respondents, selected using purposive sampling. This study employs a quantitative approach using the Structural Equation Modeling – Partial Least Squares (SEM-PLS) analysis method with SmartPLS software version 4.1.1.7.

The results indicate that perceived quality and brand image have a positive and significant effect on perceived value and purchase intention. Additionally, perceived value has a positive and significant effect on purchase intention and partially mediates the influence of perceived quality and brand image on the purchase intention of Kopi Kenangan consumers in Semarang.

Keywords: *Perceived Quality, Brand Image, Perceived Value, Purchase Intention, Kopi Kenangan.*

