

ABSTRACT

This study aims to analyze the effect of service quality, word of mouth, and store image on purchase intention with brand image as an intervening variable by taking ALFAMIDI in Semarang City as the object of the study. The variables used in this study include independent variables namely service quality, word of mouth, store image, intervening variables namely brand image, and the dependent variable is purchase intention.

The population in this study are people who live in the city of Semarang, and have transacted at the ALFAMIDI minimarket. Samples taken by the author and meet predetermined criteria, amounting to 120 respondents. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 analysis tools

The results showed service quality had positive significant effect on brand image and purchase intention. Word-of-mouth had positive significant effect on brand image and purchase intention. Store image had positive significant effect on brand image and purchase intention. Brand Image had positive significant effect on purchase intention.

Keywords: Service Quality, Word Of Mouth, Store Image, Brand Image, Purchase Intention