**ABSTRAK**

Perkembangan bisnis di Indonesia cukup meningkat, produk makanan dan minuman telah dikenal memiliki daya saing di kancah global melalui keragaman jenisnya. Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh citra merek, *word of mouth*, kualitas produk, harga dan *brand awareness* terhadap minat beli produk Sari Roti. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Teknik pengumpulan sampel menggunakan teknik *non propability sampling* dengan menggunakan metode *accidental sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 97 responden pengguna produk Sari Roti. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan IBM SPSS v.26. Hasil penelitian menunjukkan bahwa variabel citra merek, *word of mouth*, kualitas produk, dan harga berpengaruh positif terhadap minat beli. Sedangkan, pada variabel *brand awareness* tidak berpengaruh terhadap minat beli.

**Kata kunci** : citra merek, *word of mouth*, kualitas produk, harga, *brand awareness*.

***ABSTRACT***

*Business development in Indonesia is increasing, food and beverage products have been recognized for dtheir competitiveness in the global arena through their diversity. This studu aims to determine and examine the effect of brand image, word of mouth, product quality, price and brand awareness on buying interenst in Sari Roti products. The reseach method used in this reseach is quantitative method. The sample collection technique uses non propability sampling technique using accidental sampling method. The number of samples used in this study were 97 respondents of Sari Riti product users. Data analysis techniques using multiple linear regression analysis with the help of IBM SPSSv.26. The results showed that the variables of brand image, word of mouth, product quality and price had a positive effect on purchase intention. Meanwhile, the brand awareness variable has no effect on buying interest.*

***Keywords*** *: brand image, word of mouth, product quality, price, brand awareness.*