

ABSTRAK

Skripsi ini membahas bagaimana pengaruh *Brand Awareness* dan *Advertising* terhadap munculnya *future intention* dari konsumen Garuda Indonesia yang sudah pernah menggunakan jasa penerbangan Garuda Indonesia minimal 1 (satu) kali. Data diperoleh melalui survey dengan menyebarkan kuesioner kepada 109 responden yang disebarakan secara *online*. Teknik pengambilan sampel yang digunakan adalah *random sampling*, sedangkan alat analisis yang digunakan adalah SPSS 16.0.

Hasil pengujian hipotesis menunjukkan terdapat pengaruh signifikan *Brand Awareness* dan *Advertising* terhadap munculnya *future intention*. Untuk penelitian selanjutnya disarankan untuk menambah variabel baru dan memperluas area sampel.

Kata kunci: *Brand Awareness, Advertising, Future Intention, Garuda Indonesia.*

ABSTRACT

This thesis discusses how to leverage brand awareness and advertising to the emergence of future intention of consumers Garuda Indonesia who have been using the services of Garuda Indonesia at least 1 (one) time. The data obtained through the survey by distributing questionnaires to 109 respondents were distributed online. The sampling technique used was random sampling, analysis tool used was SPSS 16.0.

The results of hypothesis testing showed that there were significant effects Advertising Brand Awareness and the emergence of future intention. For further research is suggested to add a new variable and expand the sample area.

Keywords: Brand Awareness, Advertising, Future Intention, Garuda Indonesia.