

ABSTRACT

The purpose of this study was to determine and analyze the influence of variables Advertising, Sales Promotion, Publicity & Purel to brand awareness and the implications for the decision to advertise in MNC Channels. Research method used structural Equation Model (SEM) with a research instrument in the form of a structured questionnaire with 73 Likert scale of questions. The population in this study is the Advertising Agency in Jakarta which amount is known. The result showed that the variables of advertising, sales promotion, publicity and purel not have a significant effect on the variable brand awareness. While simultaneously advertising, sales promotion, publicity & purel, brand awareness has a significant influence on the purchase decision (advertising).

Keywords: Advertising, Sales Promotion, Publicity & Purel, Brand Awareness, Purchase Desicion.



ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh variabel Advertising, Sales Promotion, Publicity & Purel terhadap brand awareness serta implikasinya terhadap keputusan pemasangan iklan di MNC Channels. Metode penelitian menggunakan Stuctural Equation Model (SEM) dengan instrumen penelitian berupa kuesioner terstruktur skala likert dengan 73 pertanyaan. Populasi yang digunakan pada penelitian ini adalah Agency Advertising di Jakarta yang jumlahnya sudah diketahui. Hasil penelitian menunjukkan bahwa variabel advertising, sales promotion, publicity & purel tidak memiliki pengaruh signifikan terhadap variabel brand awareness. Sedangkan secara simultan advertising, sales promotion, publicity & purel, brand awareness memiliki pengaruh signifikan terhadap keputusan pembelian (pemasangan iklan).

Kata Kunci: Advertising, Sales Promotion, Publicity & Purel, Brand Awareness, Keputusan Pembelian

