

ABSTRAK

Skripsi ini membahas bagaimana pengaruh *Advertising* dan *Word of Mouth* terhadap *Brand Awareness*. Data diperoleh dari hasil survey dengan menyebarkan kuesioner kepada 80 konsumen Bukalapak, yang menjadi objek penelitian yaitu mahasiswa/i Fakultas Ekonomi dan Bisnis Jurusan Manajemen 2014 yang masih aktif di Universitas Mercubuana Meruya.

Dari berbagai perhitungan yang telah dilakukan, baik dari perhitungan statistik deksriptif, uji validitas dan uji reliabilitas, analisis validitas dan realibilitas, koefisien determinasi/regresi dan persamaan garis regresi berganda serta uji hipotesis: uji t (parsial) dan uji F (simultan), diperoleh kesimpulan seluruh variabel bebas *Advertising* dan *Word of Mouth* memiliki pengaruh positif dan signifikan pada *Brand Awareness*. Dengan demikian, hal itu memberikan implikasi, jika perusahaan bermaksud meningkatkan *Brand Awareness* terhadap *e-commerce c2c*, maka harus memperhatikan faktor-faktor yang mempengaruhinya, yaitu *Advertising* dan *Word of Mouth*.

Kata kunci : *Advertising, Word of Mouth, Brand Awareness*



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The thesis discusses how the influence of Advertising and Word of Mouth on Brand Awareness. Data obtained from the survey by distributing questionnaires to 80 consumers Bukalapak, which became the object of research that is the student / Faculty of Economics and Business Major Management 2014 which is still active at Mercubuana University Meruya.

From various calculations that have been done, both from the calculation of descriptive statistics, validity and reliability test, validity and reliability analysis, coefficient of determination / regression and equation of multiple regression line and hypothesis test: t test (partial) and F (simultaneous) test, the conclusion of all independent variables (Advertising and Word of Mouth) has a positive and significant influence on Brand Awareness. This, it implies, if the company intends to increase Brand Awareness to e-commerce c2c, it must pay attention to the factors that influence it, namely Advertising and Word of Mouth.

Keywords: Advertising, Word of Mouth, Brand Awareness

