

RINGKASAN

Penelitian ini merupakan studi empiris pada UNSOED Press. Penelitian ini mengambil judul: “The Effect Of Promotion Toward Brand Awareness and Brand Image and Its Impact On Consumer Decision Making On Unsoed Press”

Tujuan dilakukannya penelitian ini untuk mengetahui serta menemukan bukti empiris pengaruh Promotion, Brand Awareness, Brand Image terhadap Consumer Decision Making.

Populasi dalam penelitian ini yaitu Consumer Unsoed Press. Sampel dalam penelitian ini sebanyak 200 orang. Penentuan sampel menggunakan metode structural equation modeling. Alat analisis yang digunakan adalah sobel test.

Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa:(1)Promotion berpengaruh terhadap Consumer Decision Making. (2) Brand Awareness memediasi Promotion terhadap Consumer Decision Making.(3) Brand Image memediasi Promotion terhadap Consumer Decision Making. (4)Brand Awareness berpengaruh positif terhadap Consumer Decision Making (5) Brand Image berpengaruh positif terhadap Consumer Decision Making

Implikasi dari kesimpulan di atas adalah pihak manajemen diharapkan bisa membangun Untuk meningkatkan brand awareness, Unsoed di Purwokerto harus mengikuti berbagai macam acara, seperti bazar dan mensponsori acara tersebut. Meningkatkan citra merek dapat dilakukan dengan cara bersikap sopan, ramah, empatik, dan memperhatikan konsumen. Dari hasil pertanyaan terbuka tersebut, ternyata cukup banyak responden yang belum mengenal Unsoed Press, oleh karena itu kegiatan promosi perlu didorong. Seiring dengan perkembangan informasi digital, perubahan jenis promosi lebih mengarah pada promosi media sosial online seperti peningkatan UNSOED Press Instagram dan lain-lain.

Kata Kunci: Promotion, Brand Awareness, Brand Image, Consumer Decision Making

SUMMARY

This research is an empirical study at UNSOED Press. This research takes the title: "The Effect Of Promotion Toward Brand Awareness and Brand Image and Its Impact On Consumer Decision Making On Unsoed Press"

The purpose of this study was to determine and find empirical evidence of the effect of Promotion, Brand Awareness, Brand Image on Consumer Decision Making.

The population in this study is the Consumer Unsoed Press. The sample in this study were 200 people. Determination of the sample using the structural equation modeling method. The analysis tool used is the sobel test.

Based on the results of research and data analysis, it shows that: (1) Promotion has an effect on Consumer Decision Making. (2) Brand Awareness mediates Promotion towards Consumer Decision Making. (3) Brand Image mediates Promotion towards Consumer Decision Making. (4) Brand Awareness has a positive effect on Consumer Decision Making (5) Brand Image has a positive effect on Consumer Decision Making

The implication of the conclusion above is that the management is expected to build. To increase brand awareness, Unsoed in Purwokerto must attend various kinds of events, such as bazaars and sponsoring the event. Improving brand image can be done by being polite, friendly, empathetic, and paying attention to consumers. From the results of these open-ended questions, it turns out that quite a lot of respondents are not familiar with Unsoed Press, therefore promotional activities need to be encouraged. Along with the development of digital information, changes in the type of promotion lead to online social media promotion such as the increase in the UNSOED Press Instagram and others.

Keyword: Promotion, Brand Awareness, Brand Image, Consumer Decision Making