

ANALISIS IKLAN MEDIA TELEVISI TERHADAP KESADARAN MEREK PADA PRODUK SANGOBION DI KOTA BANDUNG

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ABSTRAK

Penelitian ini bertujuan meneliti bagaimana Pengaruh Iklan Media Televisi Terhadap Kesadaran Merek. Objek penelitian ini adalah produk Sangobion. Metode yang digunakan pada penelitian ini adalah metode deskriptif dan verifikatif, dengan teknik pengumpulan data yaitu penyebaran kuesioner. Responden dalam penelitian ini berukuran 100 orang yang merupakan mahasiswa aktif STIE Ekuitas Angkatan 2019 – 2021. Rancangan untuk pengujian hipotesis yang digunakan meliputi analisis regresi linier sederhana, koefisien determinasi dan pengujian hipotesis uji t. Secara analisis deskriptif variabel Iklan Media Televisi didapatkan angka total 2603 dan masuk kategori kurang baik. Sedangkan untuk variabel Kesadaran Merek total analisis deskriptif didapatkan sekitar 1600 dan masuk kategori buruk. Untuk hasil persamaan regresi linear sederhana $Y = 0,371 + 0,807X$. Kemampuan dari Iklan Media Televisi terhadap Kesadaran Merek sebesar 52,4% sebagaimana ditunjukkan oleh koefisien determinasi, sedangkan sisanya 47,6% dipengaruhi oleh faktor lain yang tidak diteliti. Sedangkan uji hipotesis uji-t 10,376 menunjukkan bahwa Iklan Media Televisi berpengaruh positif terhadap Kesadaran Merek

Kata Kunci : Iklan Media Televisi, Kesadaran Merek

***ANALYSIS OF TELEVISION MEDIA ADVERTISEMENTS ON BRAND AWARENESS
ON SANGOBION PRODUCTS IN THE CITY OF BANDUNG***

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ABSTRACT

This study aims to examine the Influence of Television Media Advertising on Brand Awareness. The object of this study is Sangobion products. The methods used in this study are descriptive and verifiable methods, with data collection techniques, namely the distribution of questionnaires. The respondents in this study were 100 people who were active students of STIE Ekuitas Class of 2019 – 2021. The design for hypothesis testing used includes simple linear regression analysis, coefficient of determination and t-test hypothesis testing. In descriptive analysis, the variable Television Media Ads obtained a total of 2603 and was included in the category of not good. As for the Brand Awareness variable, the total descriptive analysis was around 1600 and was in the bad category. For the result of a simple linear regression equation $Y = 0.371 + 0.807X$. The ability of Television Media Advertising to Brand Awareness of 52.4% is indicated by the coefficient of determination, while the remaining 47.6% is influenced by other factors that were not studied. Meanwhile, the t-test hypothesis test of 10,376 shows that Television Media Ads have a positive effect on Brand Awareness.

Keywords : Television Media Advertising, Brand Awareness