

PENGARUH *BRAND ACTIVATION* TERHADAP *BRAND AWARENESS*
(Survei terhadap Pengunjung Kedai Kopi Teras Komuji Bandung)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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ABSTRAK

Anas Aulia Rahman, 17003034, “Pengaruh *Brand Activation* terhadap *Brand Awereness* (survei terhadap pengunjung kedai kopi Teras Komuji Bandung)”, di bawah bimbingan Gitasiswara, SE. Par., MM dan Agus Sudono.,SE.,MM.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari *brand activation* terhadap *brand awereness* di Teras Komuji. Dalam penelitian ini menggunakan variabel bebas yakni *brand activation* yang terdiri dari beberapa sub dimensi yaitu *identity, employee, product and service* dan *communication* serta yang menjadi variabel terikat adalah *brand awereness*. Jenis Penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survei* dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 220 responden yaitu pengunjung yang beraktifitas di Teras Komuji. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program perhitungan statistik. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *brand activation* memberikan pengaruh yang signifikan pada *brand awereness* di Teras Komuji.

Kata kunci — *Brand Activation, Brand Awereness, Teras Komuji.*

ABSTRACT

Anas Aulia Rahman, 17003034, “The Influence of Brand Activation on Brand Awereness (Survey of Customers of Teras Komuji Coffee Shop Bandung)”, under the guidance of Gitasiswara, SE. Par., MM and Agus Sudono.,SE.,MM

This study aims to determine how the effect of brand activation on brand awareness at Teras Komuji. In this study, the independent variable (X) is brand activation which consists of several sub-dimensions, namely identity, employee, product and service and communication, and the dependent variable (Y) is brand awareness. The type of research used is descriptive and verification with explanatory survey method and using a cross sectional study approach. The data in the study used primary data with a sample of 220 respondents, namely customers who had visited and had activities at Teras Komuji. The data analysis technique used is multiple regression using the help of a statistical calculation program. The results showed that together and separately the brand activation variables had a significant effect on brand awareness at the Teras Komuji.

Keyword — Brand Activation, Brand Awereness, Teras Komuji.

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