ABSTRACT

THE INFLUENCE OF BRAND AWARENESS IN PURCHASING DECISION OF
INDOMIE IN BANDAR LAMPUNG

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Technology development and the increasing activities cause a lot of food enterprise innovation to product fastfood. Fast noodle this one of fastfood that was consumed by almost people in the world. This is very important for fast noodle producer to improve their production.

Indomie, one of PT Indofood product, is one of fast noodle product that was accepted by people in Indonesia. This noodle dominate all of market in Indonesia at this moment. Even though, the business competition will absolutely exist, because the other producer also see great opportunity in this sector. It make the computation will always improve. The tight of computation in fast noodle market make market domination by PT Indofood Sukses Makmur (Indofood group) with their product is indomie, decrease from 90% to 70%. It happen because there is other competitor, PT Prakarsa Alam Segar (Wings Food group with their product is mie Sedap that success to take the consumer of Indofood. Five years ago until now fast noodle market is the arena of computation between indomie (Indofood Group) and mie Sedap (Wings food Group), both of them dominate about 89% of fast noodle market in Indonesia, while the rest market about 11% was taked by the other producer.

In Indonesia, especially in Bandar Lampung, indomie have a good image in consumer of fast noodle. The consumer have good brand awarness to indomie. But, is the good brand awarness of this indomie product influence their purchasing decision of indomie product itself?

The purpose of this research is analyzing the influence of brand awarness in purchasing decision of indomie product in Bandar Lampung. The benefit of this research for the writer is media to practice is knowledge from classroom into the real world. The sample unit the determining use non random sampling with purposive sampling technique. The total of sample is 100. Quantitaive analyze method use logistic regression method with feasibility chi square.
The result validity and realibility test show that all item ar valid and realible we can see the influence brand awarness from the number of x variable in similarity of logistic regression brand recognition = 0.37, brand recall= 0.22, and top of main = 0.46, all of positive coefisien mean that all variable have positive influence to y variable. In means, Ho was refused and Ha was reserved, the number of negerkeke R square is 0.506 means brand image variable can influence the purchasing decision 50.6% and rest 49.4% was influenced by the other variable. It can be concluded from this number that there are a lot of influenced from the third variable of X to purchasing decision (Y). It means, the brand awarness is one of important variable to influence consumer decision to buy one product especially indomie. Moreover, the enterprise must to improve their brand awarness one of them is making positive image to their brand. So that their product will easier remember and will always to be top of main in fast noodle industry, this positive image have to improve using promotion in mass media for social activities enterprise.