

ABSTRACT

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

BY

AZWAR ANAS

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. Eventhough, 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 taken 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 decission of indomie product itself?

The purpose of this research is analyzing the influence of brand awarness in purchasing decission of indomie product in Bandar Lampung. The benefit of this research for the writer is media to practice is knowledge from classroom in to 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 reliability test show that all item are valid and reliable we can see the influence brand awareness 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 coefficient mean that all variable have positive influence to y variable. In means, H_0 was refused and H_a was reserved, the number of negative 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 awareness is one of important variable to influence consumer decision to buy one product especially indomie. Moreover, the enterprise must to improve their brand awareness 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.