

ABSTRACTION

ADVERTISEMENT INFLUENCE TO CONSUMER AWARENESS (Case At Advertisement of Telephone Seluler XL in Television)

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This research studies advertisement influence to consumer awareness with aim to know (1) image of marketing communications performance through television commercial is executed by provider XL from information of advertisement in attention of consumer, persuasif advertisement in consumer interest, and advertisement as memory in ambition of consumer, (2) image of position of television commercial viewer provider XL in consumer awareness, and (3) how big contribution of marketing communications through television commercial (information of advertisement, persuasif advertisement, advertisement as memory) to consumer awareness.

Research method is descriptive and verifikatif, with unit analysis cutomer and prospecting customer XL in Kodya Bandung. Descriptive analysis applies Means and Standard Deviation with scale Likert, reability test with Cronbach's alpha coefficient, and test hiptesis applies testing of the relation of with doubled linear regression analysis.

Result of research indicates that (1) information of advertisement provider XL doesn't give contribution signifikan to consumer awareness, and only can increase intention of purchasing equal to 4,66%, (2) persuasif advertisement provider XL gives contribution signifikan to consumer awareness, and can increase intention of purchasing equal to 38,05%, and (3) advertisement as memory at provider XL doesn't give contribution signifikan to consumer awareness, and only can increase intention of purchasing equal to 14,68%.

Implication of research expected that in advertisement television provider XL, (1) Need to place forward product development facet enthused by consumer, to inspire consumer conducts action purchasing, so that improvement of television advertising cost can increase sale, (2) Need to present displaying inspiring awareness in brand creation, (3) Contents of message in increasing intention influence need to be evaluated and developed, (4) Needs more signaled by purchasing facility owned by provider XL, in television advertisement displaying.