

**PENGARUH *ADVERTISING* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN  
PEMBELIAN PRODUK INDOMIE DI KABUPATEN JOMBANG**  
(Studi Kasus Pada Konsumen Indomie Varian Hype Abis Seblak Hot Jeletot)

ABSTRAK

Oleh :  
**Mei Isanaroh Dewi Dari**

**Dosen Pembimbing:**  
**Dr. INDRA KURNIAWAN, S.Sos.,MM**

Penelitian ini bertujuan untuk mengetahui pengaruh *advertising* dan *brand awareness* terhadap keputusan pembelian produk Indomie Varian Hype Abis Seblak Hot Jeletot di kabupaten Jombang. Metode yang digunakan dalam penelitian ini adalah metode deskriptif eksplanatori. Analisis data yang digunakan adalah analisis regresi linier berganda. Dalam pengambilan sampel dengan menggunakan teknik *accidental sampling*, dengan jumlah sampel 100 responden. Hasil penelitian ini, dari keseluruhan responden menunjukkan *advertising* dan *brand awareness* berpengaruh positif terhadap keputusan pembelian produk Indomie Varian Hype Abis Seblak Hot Jeletot di kabupaten Jombang.

Berdasarkan hasil pengujian menunjukkan bahwa *advertising* mampu mendorong terjadinya keputusan pembelian pada Indomie hype abis seblak hot jeletot. *Advertising* di produk Indomie hype abis seblak hot jeletot yang disampaikan dalam iklan menarik, iklan yang menjelaskan bahwa mie yang lebar, ditambah kerupuk seblak dan bubuk cabe yang bisa di sesuaikan level pedasnya. Pesan Indomie hype abis hot seblak jeletot yang disampaikan dalam iklan menarik sehingga membuat konsumen melakukan keputusan membeli Indomie hype abis hot seblak jeletot.

Berdasarkan hasil pengujian menunjukkan bahwa *brand awareness* mampu mendorong terjadinya keputusan pembelian Indomie hype abis seblak hot jeletot. *Brand awareness* produk Indomie hype abis seblak hot jeletot dapat dilihat saat konsumen memikirkan sebuah produk Indomie hype abis seblak hot jeletot, desain kemasan muncul dibenak konsumen, menggunakan gambar cabe dan seblak asli sehingga menarik minat konsumen.

**Kata Kunci :** *Advertising*, *Brand Awareness*, Keputusan Pembelian

**INFLUENCE OF ADVERTISING AND BRAND AWARENESS ON INDOMIE  
PRODUCT PURCHASING DECISIONS IN JOMBANG REGENCY** (Case Study on  
Indomie Consumer Hype Variant Abis Seblak Hot Jeletot)

*ABSTRACT*

By :  
**Mei Isanaroh Dewi Dari**

Guiding Lecturer:  
**Dr. INDRA KURNIAWAN, MM**

*This research is in line to find out the influence of advertising and brand awareness on the decision to purchase Indomie Varian Hype Abis Seblak Hot Jeletot products in Jombang regency. The method used in this study is a descriptive method of explanatory. The data analysis used is multiple linear regression analysis. In sampling using accidental sampling techniques, with a sample number of 100 respondents. The results of this study, from all respondents showed advertising and brand awareness had a positive effect on the decision to purchase Indomie Varian Hype Abis Seblak Hot Jeletot products in Jombang district.*

*Based on the test results, it shows that advertising is able to encourage purchasing decisions at Indomie hype as long as it is hot. Advertising on Indomie products is hype abl as hot as hot as delivered in an attractive advertisement, an advertisement explaining that the noodles are wide, plus seblak crackers and chili powder that can be adjusted according to the spicity level. Indomie's message, hype is too hot, as slow as it is conveyed in an attractive advertisement that makes consumers make the decision to buy Indomie, hype is too hot, as long as it is too late.*

*Based on the test results, it shows that brand awareness is able to encourage Indomie buying decisions to hype as long as it is hot. Brand awareness of Indomie products, hype is just as bad as hot, can be seen when consumers think of an Indomie product, hype is just as bad as hot, packaging designs appear in the minds of consumers, using images of chilies and an original seblak so that it attracts consumer interest.*

**Keywords:** *Advertising, Brand Awareness, Purchase Decisions*