

**THE EFFECTS OF PROMOTION MIX ON PURCHASE INTENTION
WHICH ARE BRAND AWARENESS AS AN INTERVENING VARIABLE**

**(Case Study on Customers of Indihome PT Telekomunikasi Indonesia, Tbk
Kandatel Jombang)**

ABSTRACT

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This research is meant to analyze and prove the effects toward the purchase intention which are mediated by the brand awareness of Indihome PT Telekomunikasi Indonesia, Tbk Kandatel Jombang. This research uses quantitative approach. The kind of the research is explanatory research. The subjects (population) used in this research are the user / customer of Indihome, Telkom Jombang. The analysis technique used includes validation, reliability, descriptive analysis, SEM analysis by using WarpPLS 5.0 software. The results of the research show that the promotion mix can increase the brand awareness. The brand awareness can increase the purchase intention. The promotion mix can increase the purchase intention, The brand awareness can mediate the relationship between promotion mix and purchasing intention.

Keywords : *Promotion Mix, Brand Awareness, and Purchase Intention*