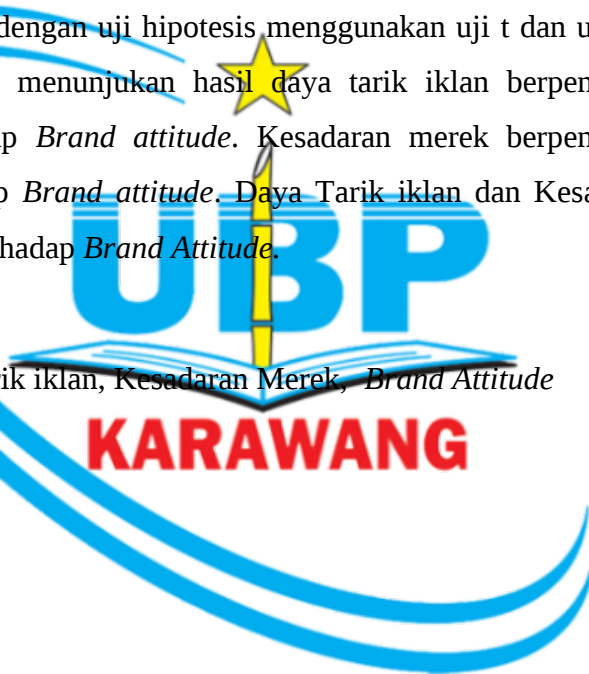


Abstrak

Penelitian ini dilakukan untuk mengetahui, menganalisis dan menjelaskan daya tarik iklan, kesadaran merek dan brand attitude pada Shopee. Metode penelitian yang digunakan metode deskriptif verifikatif dengan pendekatan kuantitatif, dengan teknik pengambilan sample menggunakan *Probability Sampling* dengan jumlah sample sebanyak 172 responden. Responden berasal dari mahasiswa Manajemen Universitas Buana Perjuangan Karawang. Teknik analisis yang digunakan yaitu alat analisis pada uji validitas, regresi linear berganda, dan koefisien determinasi dengan uji hipotesis menggunakan uji t dan uji f pada spss 16.0. Hasil penelitian menunjukkan hasil daya tarik iklan berpengaruh positif secara parsial terhadap *Brand attitude*. Kesadaran merek berpengaruh positif secara parsial terhadap *Brand attitude*. Daya Tarik iklan dan Kesadaran Merek berpengaruh positif terhadap *Brand Attitude*.

Kata Kunci : Daya tarik iklan, Kesadaran Merek, *Brand Attitude*



Abstract

This studi was conducted to determine, analyze, and explain the attractiveness of advertising, brand awareness, and brand attitude at Shopee. The research method used is a descriptive verification method with a quantitative approach, with the sampling technique using probability sampling with a sample size of 172 respondents. Respondents came from Management students at Buana Perjuangan University in Karawang. The analysis technique used is an analysis tool on the validity test, multiple linear regression, and the coefficient of determination with hypothesis testing using the t test and f test on spss 16.0. The results showed that the results of advertising attractiveness had a partial positive effect on Brand attitude. Brand awareness has a positive effect partially on Brand attitude. Advertising Attractiveness and Brand Awareness have a positive effect on Brand Attitude.

Keywords : Advertising Appeal. Brand Awareness. Brand Attitude

