

ABSTRACT

KENNY KEEGAN

1401020383

THE INFLUENCE OF BRAND AWARENESS TOWARD CUSTOMER BUYING INTENTION AT CV. NIAGA BARU MEDAN

(xv+79 pages; 4 figures, 41 tables, 8 appendixes)

Brand Awareness is one of the factors that has influenced the customer buying intention. Even the consumers want to purchase a certain product the recognition of brand will still be the most important and influencing factor in making a purchased decision (Macdonald and sharp in Shadid et.al,2017).

This research is to reveal which factors from marketing that could have influenced brands awareness towards customer buying satisfaction. Marketing stategy helps the author shows that consumers will tend to buy products with brands which is well-known compared to products whose brands are still foreign to their ears. Buying interest is also based on consumer knowledge which they get from the media information about the brand of the product.

In this research paper, it was focusing on convenience sampling. The author prefers this sampling techniques because it is fast, cheap, easy and the subjects are available. So in this case the author takes 40 samples that purchased products in CV. Niaga Baru Medan from 9th july 2018 until 16th july 2018, in period of 1 week to represent the whole customers of CV. Niaga Baru Medan.

Then, the research showed several results from several tests. Based on normality test, the Brand Awareness (Variable X) scored 0,200 and Customer Buying Intention (Variable Y) scored 0,200 which means that it had a normal distribution. From the sample linear regression test, it showed that $Y = 12,104 + 0,589X$.

Therefore, as for the conclusion, this research showed that there was an influence of brand awareness towards customer buying intention in CV. Niaga Baru Medan.