

**THE INFLUENCE OF ADVERTISING VIEW, CREDIBILITY OF  
ADVERTISING, AND ATTRACTIVENESS OF ADVERTISING TOWARD  
BRAND AWARENESS OF HONDA VARIO IN MANADO**

**THESIS**

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**15042017**



**MANAGEMENT DEPARTMENT**

**FACULTY OF ECONOMICS**

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**TITLE PAGE**

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**WILLIAM ONIBALA**

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**Presented as a fulfilment of the requirement**

**In obtaining Bachelor Degree in Management at Faculty of Economics**

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**LEGALIZATION PAGE**

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Has been examined and defended in front of examiners board

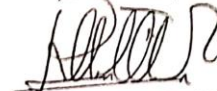
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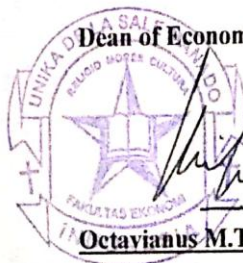
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## **ABSTRACT**

### **WILLIAM ONIBALA, THE INFLUENCE OF ADVERTISING VIEW, CREDIBITLY OF ADVERTISING, AND ATTRACTIVNESS OF ADVERTISING TOWARD BRAND AWARENESS OF HONDA VARIO IN MANADO(GUIDANCE BY MERUNG HARLI AND TIMBULENG YOHANES)**

Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category.

The purpose of this study is to analyze and measure the influence of the Advertising View, Credibility of Advertising and attractiveness of Advertising Toward Honda Vario in Manado. The study used questionnaire data which was processed using the SPSS version 24 statistical application.

The results of this research are using multiple regression analysis as an analysis tool. The results of this study indicate that only partially Credibility of Advertising has an influence on Brand Awareness, while the other two variables (Advertising View and Attractiveness of Advertising) have no effect. Simultaneously all independent variables (Advertising View, Credibility of Advertising and Attractiveness of Advertising) affect the Brand Awareness toward Honda Vario in Manado.

Keywords: Brand Awareness, Advertising View, Credibility of Advertising and Attractiveness of Advertising.

## **ABSTRAK**

### **WILLIAM ONIBALA, PENGARUH TAMPILAN IKLAN, KREDIBILITAS IKLAN DAN DAYA TARIK IKLAN TERHADAP KESADARAN MEREK UNTUK HONDA VARIO DI MANADO (DIBIMBING OLEH MERUNG HARLI DAN TIMBULENG JOHANNES)**

Kesadaran merek sebagai kesanggupan seorang calon pembeli untuk mengenai liataumengingat kembalibahwasuatumerek merupakan bagian dari kategori produk tertentu.

Tujuan dari penelitian ini adalah untuk menganalisis dan mengukur pengaruh dari Advertising View, Credibility of Advertising dan attractiveness of Advertising terhadap honda vario di Manado. Penelitian menggunakan data kuesioner yang diolah dengan aplikasi statistik SPSS versi 24.

Hasil penelitian ini dengan menggunakan analisis regresi berganda sebagai alat analisis.

Adapun hasil dari penelitian ini menunjukkan bahwa baik secara parsial hanya variabel Credibility of Advertising yang memiliki pengaruh terhadap Brand Awareness, sedangkan dua variabel lain (Advertising View dan Attractiveness of Advertising) tidak berpengaruh. Secara simultan seluruh variabel independen (Advertising View, Credibility of Advertising dan Attractiveness of Advertising) berpengaruh terhadap Brand Awareness untuk honda vario di Manado.

Kata kunci: Brand Awareness, Advertising View, Credibility of Advertising dan Attractiveness of Advertising

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Thesis is one of the prerequisite programs that must be met to get a bachelor's degree in the faculty of economics. compulsory programs that must be completed as alternative learning for students.

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**Mañabo, 26<sup>th</sup> 2019**



**Student**

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