

IMPACT OF ADVERTISING, SALES PROMOTION, AND DIRECT MARKETING RAKUTEN.CO.ID AT INSTANT MESSAGING LINE AMONG BRAND AWARENESS

ABSTRACT

The tight of competition in e-commerce industry cause players in the industry seek various kind of methods to get awareness from customer. Various kind of promotion media is used, which one of them is instant messaging so that company could be closer to their customer. This research aims to find out relationship between advertising (X1), sales promotion (X2), and direct marketing(X3) which is done by Rakuten in Line instant messaging and brand awareness (Y). Respondent surveyed in this research is Line user in Indonesia with sample size of 400 respondents.

This study was quantitative causal, data analysis techniques that used in this study was multiple linear regression analysis to test hypotheses simultaneously and partially. The result shows that advertising, sales promotion, and direct marketing have significant impact amounted to 43.5% to brand awareness, while 56.5% is determined by other factors which is not researched.

Based on the analysis has been done, variable direct marketing having influence the strongest against brand awareness is as much as 0,340 than advertising 0,292 and variable sales promotion 0,107 hence rakuten should increase direct marketing in LINE with message's customization using LINE's database. Further research is expected to examine for different object instant messaging or different firm to see how the influence betweet advertising, sales promotion, direct marketing and brand awareness.

Keyword: Advertising, Sales Promotion, Direct Marketing, Brand Awareness, Instant Messaging