

ABSTRACT

Many creative industries in Bandung make all companies competing to promote the product to introduce to consumers. Brand has high brand awareness is likely to be selected by consumers, it will certainly affect the sales level of the company.

This research aims to determine how much the influence of brand awareness to purchasing decision at PT Niion Indonesia Utama. The research method used is quantitative method with descriptive research type and using simple linear regression. Data collection techniques used were questionnaires, observations, and literature studies. The population in this research were consumers who had bought product of NIION, with sample of 100 respondents. The sampling technique used is nonprobability sampling with derivative of purposive sampling. Data processing using SPSS 22 for windows application.

The result show that brand awareness on NIION is at the level of brand recognition and purchasing decision is include in good category. Brand awareness has a positive and significant impact on purchasing decision of 24.5% and the remaining 75.5% is influenced by other factors that are not in examined like brand image, social media marketing, and others. Based on linear regression equation $Y = 1,125 + 0,523X$, then every addition 1 point of brand awareness, predicted will increase purchasing decision amount to 0,523 points.

Keywords: brand awareness, purchasing decision, niion