ABSTRACT

This study was conducted to determine the effect of advertising effectiveness on Erigo's brand image. The purpose of this study was to find out and analyze how much influence Erigo had on the advertising in New York Yimes Square that Erigo had some time ago on Erigo's brand image. This research uses descriptive quantitative methods. This research sample was taken using a non-probability sampling method of purpose sampling using 100 respondents. The techniques used to analyze the data obtained are descriptive analysis and simple linear regression analysis. Based on the results of hypothesis testing conducted simultaneously, the effectiveness of advertising has a significant and positive effect on Erigo's brand image. This is evidenced by a simple linear regression test, in which the significance result on variable X has a value of 0.00 which is where the value is less than 0.05. Based on the partial hypothesis test (t test) obtained a thitung value of >ttabel, which is 12,577 > 1,984 which means that the effectiveness of advertising affects the brand image. Based on the determination coefficient test and correlation test, it can be concluded that there is a positive influence of the advertising effectiveness variable on Erigo's brand image by 61.7%.

Keywords*: Advertising Effectiveness, Brand Image, Erigo, Social Media.*