

A B S T R A K

Alma Novryanti Nento, NIM . 261 408 010. PT.Hasrat Abadi Divisi Yamaha Cabang Gorontalo Jurusan Manajemen, 27 Juni 2012. Pengaruh Bauran Promosi Terhadap Brand Image. Pembimbing I: : Drs. Maha Atma Kadji, S.Pd, M.Si Pembimbing II: Djoko Lesmana Radji, S.Pd, M.Si. Hasil penelitian ini menunjukkan bahwa: Peningkatan brand image melalui bauran promosi pada PT.Hasrat Abadi Divisi Yamaha Cabang Gorontalo berpengaruh signifikan terhadap brand image ditunjukkan koefisien determinasi $r^2 = 0.525$ atau sebesar 52,5% dan sisanya 47,5% dipengaruhi oleh faktor lain; Peningkatan brand image melalui bauran promosi berpengaruh signifikan terhadap brand image ditunjukkan oleh ($t_{hitung} = 10.401$). Hal ditunjukkan oleh hasil regresi dimana nilai $\beta = 0,724$. Hasil ini menunjukkan bahwa dengan bauran promosi yang baik dan diterima oleh pelanggan maka akan meningkatkan brand image PT.Hasrat Abadi Divisi Yamaha Cabang Gorontalo.

Kata Kunci : Bauran Promosi dan Brand Image.

ABSTRACT

Alma Novryanti Nento, NIM . 261 408 010. PT. Hasjrat Abadi of Yamaha Division of Gorontalo Branch of Management. June 27, 2012. *The Effect of Promotion Mix toward Brand Image*. Supervisor ; Drs. Maha Atma Kadji, S.Pd, M.Si; Co-Supervisor : Djoko Lesmana Radji, S.Pd, M.Si. The results of this study indicate that : Improving brand image through the promotion mix in PT. Hasjrat Abadi of Yamaha Division of Gorontalo Branch has significant effect on brand image is shown by determination coefficient $r^2 = 0.525$ or 52,5 % and the remaining 47.5% influenced by other factors; increasing brand image through the promotion mix significantly influence the brand image is shown by (t count = 10.401). this is demonstrated by the results of regression in which the value of $\beta = 0.724$. these results suggest that the promotion mix was good and accepted by the customer and it will enhance the brand image of the PT. Hasjrat Abadi of Yamaha Division of Gorontalo Branch .

Keywords : Promotion Mix and Brand Image