# ABSTRACT

Yogi William / 29150375 / 2019 / *The Effect of Promotion on Purchasing Decisions through Brand Awareness of Pucuk Harum Tea in* Kelapa Gading *North Jakarta* / Dr. Tony Sitinjak, M.M.

*In this modern era competition in capturing as much market share as possible is one of the things in the business world of ready-to-drink (RTD) increasingly widespread. Currently the Indonesian people are very familiar with tea products in plastic bottle packaging, among the brands that skyrocketed in the struggle for the market share of bottled tea drinks is Teh Pucuk Harum. Tea companies must be very routine in providing promotions to consumers so that they can increase brand awareness of the company's brand products. All this is done for the achievement of consumer purchasing desicion. This study aims to determine the effect of promotion and brand awareness on purchasing decisions as well as the indirect influence of promotions on purchasing decisions through brand awareness of Pucuk Harum Tea in* Kelapa Gading*, North Jakarta.*

*Purchasing decisions consist of 4 dimensions, namely problem recognition, information search, alternative evaluation, purchasing decisions, post-purchase behavior. Promotion consists of 5 dimensions, namely advertising, sales promotion, personal selling, public relations, direct marketing. Brand awareness consists of 4 dimensions, namely top-of-mind, brand recall, brand recognition, unaware of brand.*

*The research method used is the Non Probability Sampling method by collecting data through a questionnaire in google forms by distributing to 120 respondents who are consumers of Pucuk Harum Tea in* Kelapa Gading*, North Jakarta. Measuring instruments in this research are validity test, reliability test, percentage, Likert scale, classic assumption test, multiple test, path analysis and multiple linear regression test. The tool used is SPSS 20.0.*

*The results of this study found that the promotion variable proved to have a positive effect on purchasing decisions directly and the brand awareness variable proved to have a positive effect on purchasing decisions directly. While promotion has an positive and indirect effect on purchasing decisions through brand awareness.*

*This research concludes that promotion and brand awareness have a significant effect which means that consumers are aware and interested in promotional activities so that product purchasing decisions arise. This research also concludes that promotion indirectly influences purchasing decisions through brand awareness so that with an attractive promotion consumers will be aware of Pucuk Harum Tea products so as to increase consumer purchasing decisions on Pucuk Harum Tea products.*