

**PENGARUH BRAND AWARENESS TERHADAP PEMILIHAN
MEREK SEKOLAH TINGGI PARIWISATA TRISAKTI**

TESIS

Oleh :

NAMA : ANITA SWANTARI

NIM : 122061501



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ABSTRACT

Swantari, Anita Trisakti University, August 2008 "The Effect of Brand Awareness Brand Selection Of High School Trisakti Tourism"

Major Advisor : Prof.. Dr. Asep Hermawan, MSc.

This study aimed to test The Effect of Brand Awareness Brand Selection Of High School Trisakti Tourism. With a variable-variable: Brand Awareness, Brand Loyalty, Innovator, Group Influence, Advertising, Price, and Quality. This study uses a questionnaire distributed to students Trisakti Tourism High School, Educational Level IV Diploma, Hospitality Management Program force in 2007, with the number of respondents was 100 persons. In this research found that the positive effect on brand awareness Brand Selection School. This means greater brand awareness, then more and more students choose the College of Tourism Trisakti.

Keywords : *Brand Awareness, Brand Loyalty, Innovator, Group Influence, Advertising, Price, Quality, Choice of Brand, Multiple Regression Analysis.*