

PENGARUH PERIKLANAN, PROMOSI DAN KESADARAN MEREK TERHADAP
KEPUTUSAN PENDAFTARAN CALON MAHASISWA BARU DI UNIVERSITAS
TARUMANAGARA JAKARTA

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This research was conducted to investigate the effect of advertising, sales promotion, and brand awareness on purchase decision at Tarumanagara University. This is a descriptive research that using questionnaire to collect data. The non-probabilistic ampling method is used for gathering the sample. The analysis technique is multiple regression analysis. The conclusion showed that advertising, sales promotion. and brand awareness affect purchase decision at Tarumanagara University.

Keyword : Advertising, Sales Promotion, Brand Awareness, Purchase Decision