AN ANALYSIS OF THE SIGNIFICANCE OF "LIFE IS EASY WITH AUTO2000" CAMPAIGN TOWARDS CUSTOMERS' BRAND AWARENESS IN AUTO2000 PLUIT

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THESIS ADVISOR
RECOMMENDATION LETTER

This thesis entitled "**An Analysis of The Significance of "Life is Easy with AUTO2000" Campaign towards Customers' Brand Awareness in AUTO2000 Pluit"** prepared and submitted by Daniel Suryajaya in partial fulfillment of the requirements for the degree of Bachelor in the Faculty of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, January 30, 2012

Acknowledged by,   Recommended by,

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Head, Management Study Program   **Thesis Adviser**

DECLARATION OF ORIGINALITY

I declare that this thesis, entitled "**An Analysis of The Significance of "Life is Easy with AUTO2000" Campaign towards Customers' Brand Awareness in AUTO2000 Pluit"** is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, January 30, 2012

Daniel Suryajaya

ABSTRACT

The goal of advertising is to draw an audience's attention to a product or service offered by a company. Potential customers are educated that the product can be beneficial for them, so they will have a reason to invest in it. Advertising is also important to connect to current customers and remind them why they have chosen the right company. Current consumers can also be kept up to date with the latest products and services available to them.

Advertisements need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds on both it can help to draw customer to the product or service and build a relationship between the consumer and company. Establishing this connection should lead to a boost in sales for the business in order to marketing goods, it is important for company to advertising its goods and also the company image. Therefore a lot of big companies spend billions of rupiah in advertisement expense to maintain a good company image. Sales Operation as we known (Auto2000) had spent billions of rupiah for advertisement expense. The recent campaign of Auto2000 is "Life is Easy with Auto2000" which explains twelve reasons why choosing Auto2000.

Therefore, the researcher would like to know the significance of the campaign, and its effect toward customer's brand awareness.

By conducting this study, Auto2000 can determine the significance of their campaign, and improve customers' brand awareness. Analyzing promotion mix done by Auto2000 which include advertising and public relations, Meanwhile, the research conducted in Auto2000 Pluit, and the customers in this research are those who are the customer of Auto2000 Pluit using questionnaires to collect the data.

Based on the conducted research, it can be concluded that advertising and public relations do have quite significance influence toward customer's brand awareness. This is clearly seen from the responses.

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I. INTRODUCTION

1.1 Background of Study

Corporate image, describes how company in its activities, products or services are perceived by outsiders. In a competitive business climate, many businesses actively work to create and communicate a positive image to their customers, shareholders, the financial community, and the general public. A company that mismanages or ignores its image is likely to encounter a variety of problems. "Reputation problems grow like weeds in a garden," (Davis Young, 1996)

Some of the warning signs that a business might have an image problem include high employee turnover, the disappearance of major customers, a drop in stock value, and bad relationships with vendors or government officials. If an image problem is left, a company will find its cost of doing business rising dramatically, including the costs of product development, sales support, employee wages, and shareholder dividends. In addition, since the majority of customers' base their purchase decision related to their trust towards the company, current and future sales levels will suffer as well.

In businesses, managers must recognize the importance of strong image, and that they also make employees aware of it. The business owners and managers take the following steps toward improving their companies' image: focus on the firm's long-term reputation; base actions on substantive policies; insist on candor in all business dealings; and uphold the stakeholders' right to know. After all, he notes, a good corporate image can take years to build and only a moment to destroy. That is why today, so many companies rely on advertising to boost sales of their products or services, to build a connection with their customers and to create competition with their rival firms. Advertising is a marketing tool that is becoming impossible to avoid in everyday life and can range from subtle word of mouth strategies. Advertising is crucial to a company's success and it is becoming more and more important to be backed by a creative and unique campaign. (Davis Young, 1996)

The goal of advertising is to draw an audience's attention to a product or service offered by a company. Potential customers are educated that the product can be beneficial for them, so they will have a reason to invest in it. Advertising is also important to connect to current customers and remind them why they have chosen the right company. Current consumers can also be kept up to date with the latest products and services available to them.

Advertisements need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds on both it can help to draw customer to the product or service and build a relationship between the consumer and company. Establishing this connection should lead to a boost in sales for the business in order to marketing goods, it is important for company to advertising its goods and also the company image. Therefore a lot of big companies spend billions of rupiah in advertisement expense to maintain a good company image.

1.2   Company Profile

Auto2000 is a network of sales service, maintenance, repair, and supply spare parts of Toyota that the management is fully handled by PT Astra International Tbk, has branches spread all over Indonesia (except Sulawesi, Maluku, Irian Jaya, Jambi, Riau, Bengkulu, Central Java and Yogyakarta).Auto2000 established in 1975 under the name Astra Motor Sales, in 1989 and changed its name to Auto2000.

Today, Auto2000 is the largest Toyota dealership in Indonesia, which controls between 70-80% of total sales of Toyota. In its business activities, Auto2000 associated with PT Toyota Astra Motor which is the sole agent (ATPM) of Toyota. Auto2000 are authorized dealers Toyota dealer Toyota with four others.

Auto2000 growing rapidly because it provides a variety of services that make prospective buyers and users of Toyota solve their problems easily. With the slogan "*Urusan Toyota JadiMudah!*" Auto2000 always tries to be a leader in service. These innovative products of Auto2000 like THS (Toyota Home Service), Express Maintenance (periodic servicing only one hour) and Express Body Paint (3 body

repair panels in 8 hours only), Booking Service Auto2000 reflect high attention to its customers.

In addition, AUTO2000 have total of 72 branch outlets, Auto2000 also have dealers scattered throughout Indonesia (called indirect), a total of 73 dealership outlets. Thus, there are 145 branches representing Auto2000 sales throughout Indonesia. 48 Workshop Auto2000 properties make Auto2000 as the largest and most complete in Southeast Asia. Besides, it also has 596 Part shops AUTO2000 that guarantees the authenticity of spare parts of Toyota products.

1.3 Problem Identified

Sales Operation as we known (Auto2000) had spent billions of rupiah for advertisement expense. The recent campaign of Auto2000 is "Life is Easy with Auto2000" which explains twelve reasons why choosing Auto2000.

Therefore, the researcher would like to know the significance of the campaign, and its effect toward customer's brand awareness.

1.4   Problem statements

From the problem that has been identified above, the researcher conclude the problem statements as follow:

1. How "Life is Easy with Auto2000" significantly increase the brand awareness of the customer?

1.5   Research Objectivities

To find out the significance of "Life is Easy with Auto2000" campaign using questionnaire given to the customers of Auto2000, so the company can improve their promotion strategy.

1.6   Significant Of Study

1.6.1   For Company

By conducting this study, Auto2000 can determine the significance of their campaign, and improve customers' brand awareness.

1.6.2   For Academic Study

By conducting this study, the student will understand the importance of marketing communication, brand awareness, and company profile. In addition, to help other researcher who will take subject related to brand awareness.

1.6.3   For the Researcher

This research is important to help the researcher to have a better understanding of marketing communication, and brand awareness in real working condition.

1.7 Theoretical Framework
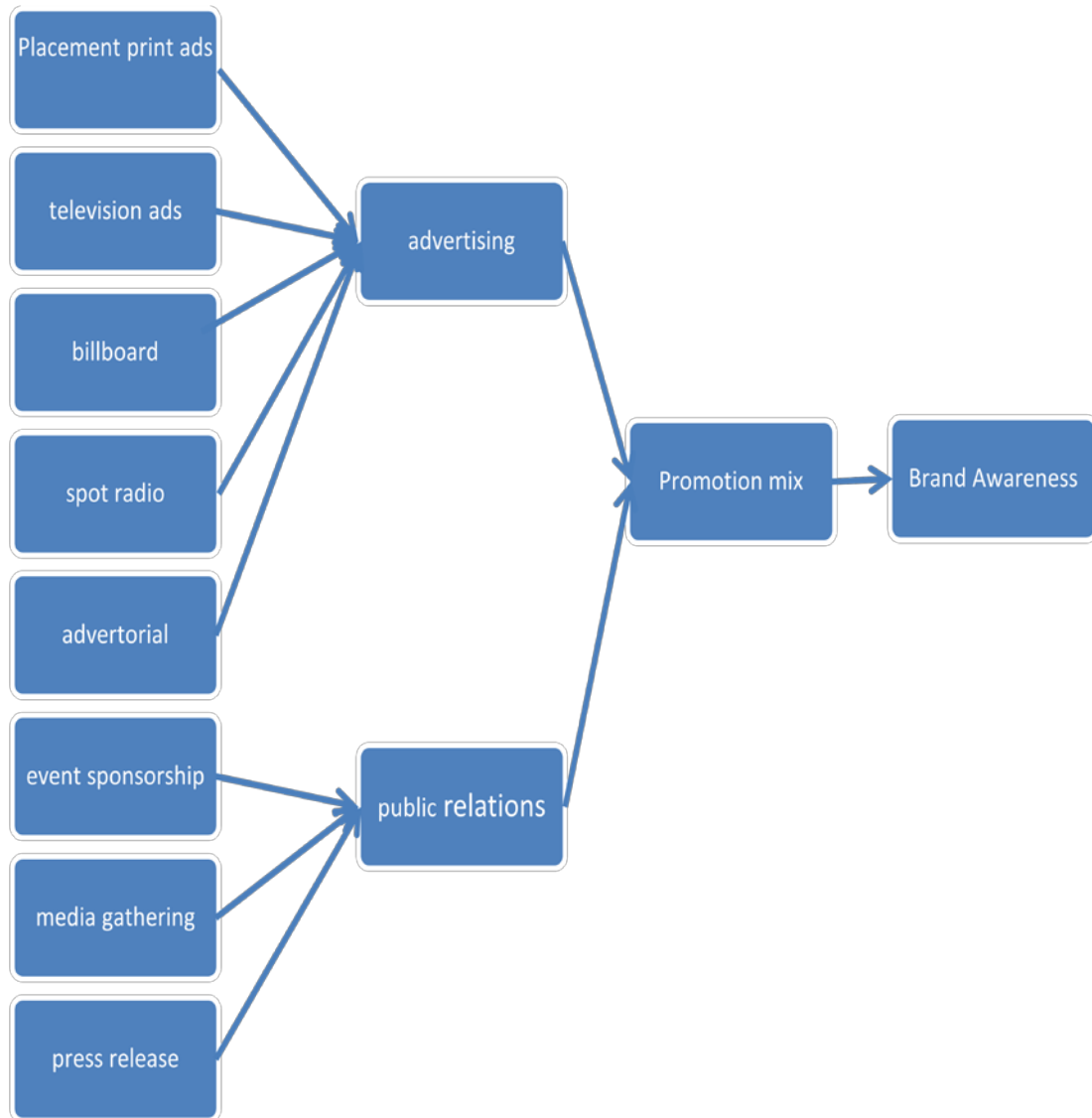
Figure 1.1 Promotion mix of Auto2000 adopted from (Philip Kotler and Gary Armstrong, 2006, p.401)

1.8 Scope and Limitation of Study

The scope of this study is about to analyze promotion mix done by Auto2000 which include advertising and public relations. Meanwhile, the research conducted in Auto2000 Pluit, and the customers in this research are those who are the customer of Auto2000 Pluit.

The limitation of this study is the respondents of this research are consumers come and using Auto2000 services.

1.9 Hypothesis

Ho: "Life is Easy with Auto2000" campaign has not significantly affects customers' brand awareness.

H1: "Life is Easy with Auto2000" campaign has significantly affects customers' brand awareness.

1.10 Definition of Terms

1. **Marketing:** is one of the functional areas of a business, distinct from finance and operations. Marketing can also be thought of as one of the activities that, along with product design, manufacturing, and transportation logistics, comprise a firm's value chain. (Keegen and Green, 2005, p.3)

2. **Brands:** is a name, term, sign, symbol, or design, or combination of them, that identifies the maker or seller of a product or service(Philip Kotler and Gary Amstrong, 2006, p.229).

3. **Promotion mix:** A company's total promotion mix – also called its marketing communications mix – consists of the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships.(Philip Kotler and Gary Amstrong, 2006, p.401).

4. **Advertising:** is any paid form non-person presentation and promotion of ideas, goods or services by an identified sponsor (Philip Kotler and Gary Amstrong, 2006, p.427). advertising can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat

a message many times. For example, television advertising can reach huge audiences. Beyond its reach. Advertising also has some shortcomings. Although it reaches many people quickly, advertising is impersonal and cannot be as directly persuasive as can company salespeople. For the most part, advertising can carry on only a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond ((Philip Kotler and Gary Amstrong, 2006, p.416)

5. **Public Relations:** public relations is very believeable-news stories, features, sponsorship and events seem more real and believable to readers than ads do. Public relations can also reach many prospects who avoid salespeople and advertisements- the message gets to the buyers as "news" rather than as a sales-directed communication. And, as with advertising, public relations or to use it as an afterthought. Yet a well-thought-out public relations campaign used with other promotion mix elemets can be very effective and economical.(Philip Kotler and Gary Amstrong, 2006, p.417).

II. LITERATURE REVIEW

2.1 Marketing

Marketing can be described as one of the functional areas of a business, distinct from finance and operations. Marketing can also be thought of as one of the activities that, along with product design, manufacturing, and transportation logistics, comprise a firm's value chain. Decisions at every stage, from idea conception to support after sale, should be assessed in terms of their ability to create value for customers. Historically, marketing was considered just another link in the chain. Competitive pressures have prompted many firms to involve marketers in design, manufacturing, and other value-related decision from the start. This approach is known in some circles as boundary less marketing. Rather than linking marketing sequentially with other activities, the goal is to eliminate the communication barriers between marketing and other functional areas(Keegenand Green, 2005, p.3).

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (KotlerandGarry, 2006, p.5)

2.2 Brands

A brand is a name, term, sign, symbol, or design, or combination of them, intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of competitors. The potential contribution of brand strength to building customer value and competitive advantage has encourages managers to focus attention on global estimates of the value of brands and the concept of brand equity (David W. Cravens and Nigel F. Piercy, 2006 p.266).

Brand equity measurement is a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.
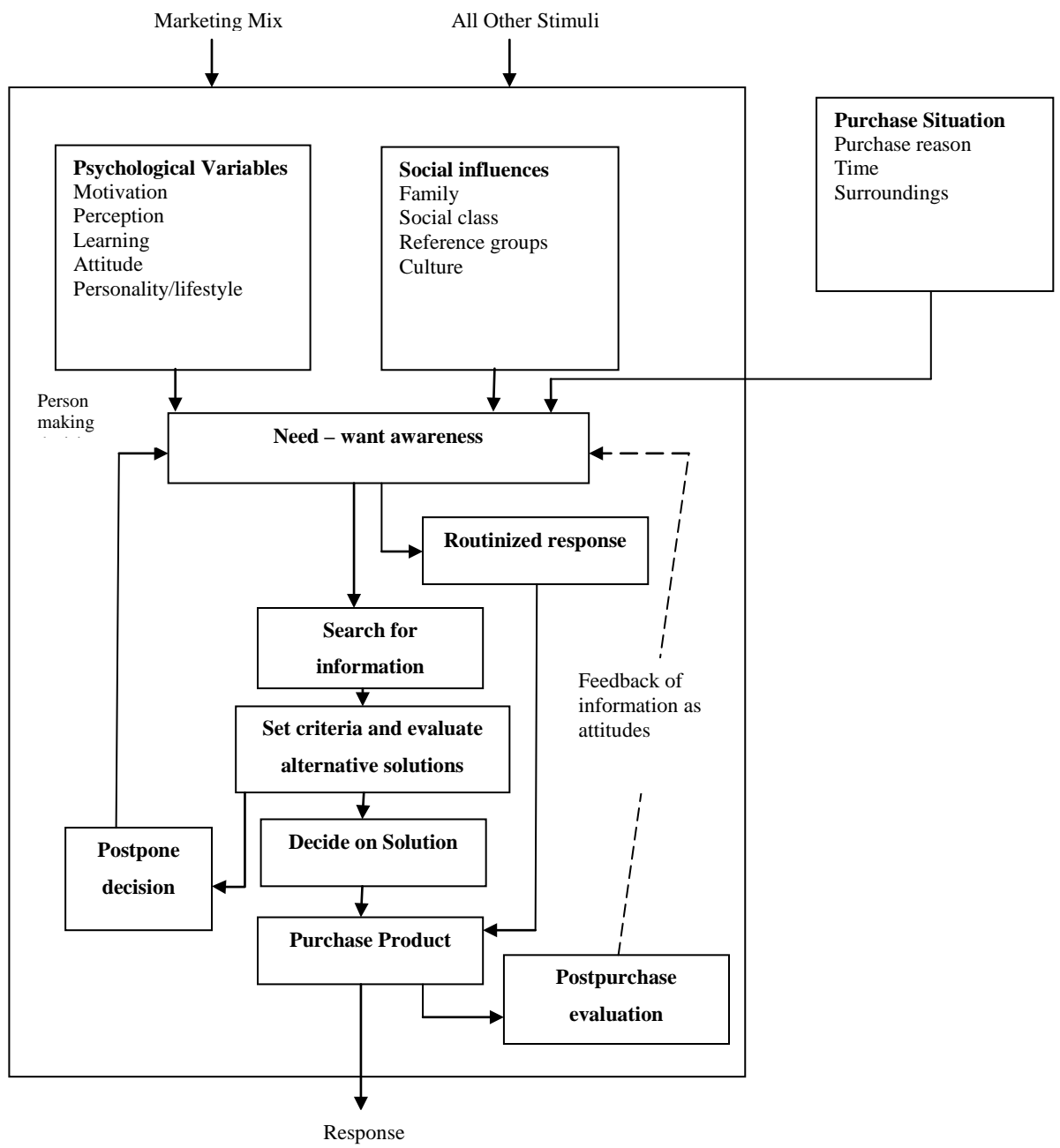
2.3   Brand Awareness

A common approach to assessing brand awareness is the "top-of-the-mind" awareness measure. As the name suggests, consumers are asked to recall all the brands that are applicable to the probe. The probe might be very general, such as a question asking you to name all the toothpaste brands you can remember. Alternatively, the probe might limit the set of relevant brands by defining a particular benefit or usage situation (for example, the brands that would be best suited for someone going on date). Those brands familiar to the consumer comprise the awareness set. Making the consumers familiar with a brand's name has long been recognized as an essential prerequsite for building a brand image (James, Rogerand Paul, 1995, p.339)

2.4   Consumers problem-solving processes

To select particular products, most consumers seem to use the following five-step problem-solving process (McCarthy andPerreault, 1991, p.145):

1. Becoming aware of-or interested in-the problem.
2. Recalling and gathering information about possible solutions.
3. Evaluating alternative solutions- perhaps trying some out.
4. Deciding on the appropriate solution.
5. Evaluating the decision

Marketing Mix　　　　　　All Other Stimuli

Purchase Situation
Purchase reason
Time
Surroundings

Psychological Variables
Motivation
Perception
Learning
Attitude
Personality/lifestyle

Social influences
Family
Social class
Reference groups
Culture

Person
making

Need – want awareness

Routinized response

Search for information

Set criteria and evaluate alternative solutions

Feedback of information as attitudes

Postpone decision

Decide on Solution

Purchase Product

Postpurchase evaluation

Response

Figure 2.1 Consumer problem solving process

The outcomes of the firm's marketing strategy are determined by its interaction with the consumer decision process. The firm can succeed only if consumers see a need that its product can solve, become aware of the product and its capabilities, decide that it is the best available solution, proceed to buy it, and become satisfied with the results of the purchase. A significant part of this entire text is devoted to developing an understanding of the consumer decision process (Hawkin, 2004, p.22).

2.5 Communication Process

Promotion is wasted if it does not communicate effectively, but there are many reasons why a promotion message can be misunderstood-or not heard at all. To understand this, it's useful to think about a whole communication process – which means a source trying to reach a receiver with a message (McCarthy andPerreault, 1991, p.285).

Feed Back
Noise
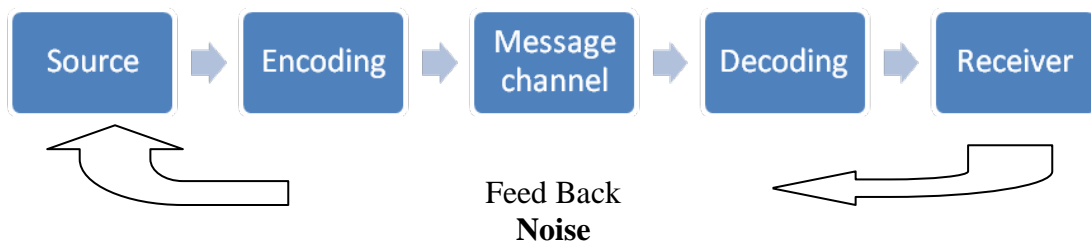
**Figure 2.2 Communication process**

Here we see that a source the sender of a message – is trying to deliver a message to a receiver – a potential customer. Research shows that customer evaluate not only the message, but also the source of the message – in terms of trustworthiness and credibility. A source can use many message channels to deliver a message. The salesperson does it in with magazines, newspapers, radio, TV, and other media.

A major advantage of personal selling is that the source – the seller – can get immediate feedback from the receiver. It is easier to judge how the message is being

received – and change it if necessary. Mass sellers must depend on marketing research or total sales figures for feedback – and that can take too long.

The noise shown above – is any distraction that reduces the effectiveness of the communication process. Conversations during TV ads are "noise". Advertisers planning messages must recognize that many possible distractions – noise – can interfere with communications

The basic difficulty in the communication process occurs during encoding and decoding. Encoding is the source deciding what it wants to say and translating it into words or symbols that will have the same meaning to the receiver. Decoding is the receiver translating the message. This process can be very tricky. The meanings of various words and symbols may differ depending on the attitudes and experiences of the two groups. People need a common frame of reference to communicate effectively. See Figure
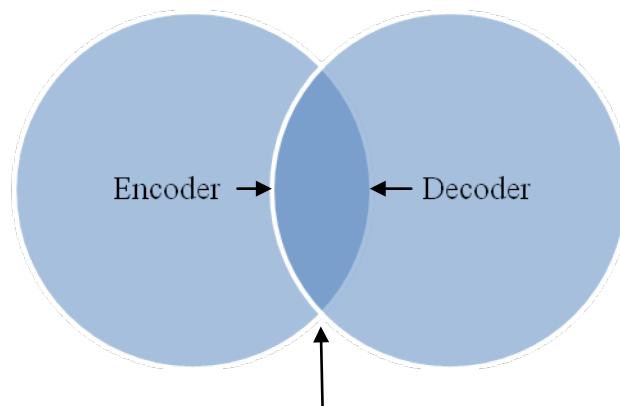
Figure 2.3 Common frame of reference

Different audiences may see the same message in different ways – or interpret the same words differently. Such differences are often found in international marketing when translation is a problem. General motors, for example, had trouble in Puerto Rico with its Nova car. It discovered that, while Nova means "star" in Spanish– when spoken it sounds like " no va," meaning "it doesn't go." When the company changed the car's name to "Caribe," it sold well.

Problems occur even when no foreign language is involved. For example a new children's cough syrup was advertised as "extra strength." The advertising people thought that would assure parents that the product worked well, but cautious mothers avoided the product because they feared that it might be too strong for their children. The communication process is complicated even more because the receiver knows the message is not only coming from a source but also through some message channel – the carrier of the message. The receiver may attach more value to a product if the message comes in well respected newspaper or magazine, rather than over the radio. Some consumers buy products advertised in good housekeeping magazine for example, because they have faith in its "seal of approval."

2.6   Promotion Mix

A company's total promotion mix – also called its marketing communications mix – consists of the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships. Definitions of the five major promotion tools follow:

1. Advertising: any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

2. Sales Promotion: short-term incentives to encourage the purchase or sales of a product or service.

3. Public Relations: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

4. Personal Selling: personal presentation by the firm's sales force for the purpose of making sales and building customer relationships

5. Direct marketing: direct connections with carefully targeted individual consumers to both obtain immediate response and cultivate lasting customer relationships – the use of direct mail, the telephone, directly with specific consumers.

Each category involves specific promotional tools used to communicate with consumers. For example, advertising includes broadcast, print, internet, outdoor, and other forms. Sales promotion includes discounts, coupons, displays, and demonstrations. Personal selling includes sales presentations, trade shows, and incentive programs. Public relations includes press relase, sponsorships, special events, and web pages. And direct marketing includes catalogs, telephone marketing, kiosks, the internet, and more (Philip Kotler and Gary Amstrong, 2006, p.401).

2.7 Advertising

Advertising is any paid form non-person presentation and promotion of ideas, goods or services by an identified sponsor (Philip Kotler and Gary Amstrong, 2006, p.427). advertising can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times. For example, television advertising can reach huge audiences. Beyond its reach. Advertising also has some shortcomings. Although it reaches many people quickly, advertising is impersonal and cannot be as directly persuasive as can company salespeople. For the most part, advertising can carry on only a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond ((Philip Kotler and Gary Amstrong, 2006, p.416)

2.8 Public Relations

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2.9   Customer Satisfaction, repeat purchases, and customer commitment
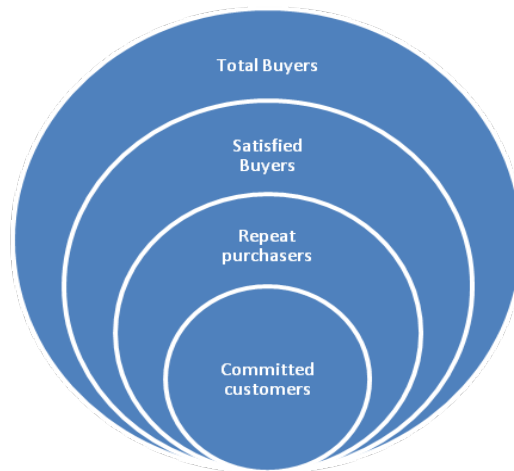
**Figure 2.4 customer
satisfaction**

Dissatisfied customers may also become or remain repeat purchaser, because these individuals perceive the switching costs – *the cost of finding, evaluating, and adopting another solution* – to be too high. However, they may engage in negative word-of-mouth and are vulnerable to competitors' actions(Del I. Hawkins, 2004, p.645).

Repeat purchasers are desirable, but mere repeat purchasers are vulnerable to competitor actions. That is, they are buying the brand out of habit or because is readily available where they shop, or because it has the lowest price, or similar superficial reasons. These customers have no commitment to the brand. They are not brand loyal. Brand loyalty is defined as a biased (i.e., nonrandom) behavioral response (i.e., purchase/recommend) expressed over time by a decision-making unit with respect to one or more alternative brands out of a set of such brands that is a function of psychological (decision-making, evaluative) process.

Service and store loyalty are generally defined in the same or a similar manner. Thus, a loyal to a brand (store or service), or a committed customer, has an emotional attachment to the brand or firm. The customer likes the brand in a manner somewhat similar to friendship. Consumers use expressions such as "I trust this brand," "I like this outlet," and "I believe in this firm" to describe their commitment.

Brand loyalty can arise through identification, where a consumer believes the brand reflects and reinforces some aspect of his or her self-concept. This type of commitment is most common for symbolic products such as beer and automobiles. It is also likely in service situation that involve extended interpersonal encounters. Brand loyalty may also arise through performance so far above expected that it delights the customer. Such superior performance can be related to the product, the firm itself, or as mentioned earlier, the manner in which the firm responds to a complaint or a customer problem.

Given the above, it is obvious that it is more difficult to develop brand-loyal consumers for some product categories than for others. Indeed, for low-involvement product categories with few opportunities for truly distinct performance or customer service, most firms should focus on creating satisfied repeat purchasers rather than loyal or committed customers.

Committed customers are unlikely to consider additional information when making a purchase. They are also resistant to competitors' marketing efforts – for example, coupons, even when loyal customers do buy different brand to take advantage of a promotional deal, they generally return to their original brand for their next purchase. Committed customers are more receptive to line extensions and other new products offered by the same firm. They are also more like forgive an occasional product or service failure.

Finally, committed customers are likely to be a source of positive word-of-mouth communications. This is extremely valuable to a firm. Positive word-of-mouth communications from a committed customer increase the probability both of the recipient becoming a customer and of the recipient sharing the positive comments

with a third person – "I have not eaten at Aron's yet, but Kim raves about the food and service."

It is for these reasons that many marketers have attempted to create committed customers as well as satisfied customers. Committed customers are much more profitable to the firm than mere repeat purchasers, who in turn are more profitable than occasional buyers(Del I. Hawkins, 2004, p.645).

III. METHODOLOGY

This chapter of study presents the research method and procedure which were utilized in the process of investigation, sampling scheme and selection of respondents; the set of survey, questionnaires and their validation process; procedure in gathering data and statistical application.

3.1 Research Method

Generally, there are two types of research methodology that are able to be implemented in analyzing and interpreting data being collected, these two methods can be simply distinguished by their characteristic related to the measurable mathematical number.

When it comes to quantitative approach, the research will be closely related to the numbers as it allows comparative analysis, statistical analyses, and repeatability of data collection due to the reliability verification (Amaratungga et.al, 2002). Such approach has been typically applied when the purpose of the study is to empirically verify existing quantitative properties or phenomenon by employing certain mathematical models to measure. Statistical tools such as mean ratings and regression are commonly used to analyze data quantitatively. Quantitative research is the time honored scientific method. It is about prediction, generalizing a sample to a larger group of subjects, and using numbers to prove or disprove a hypothesis(York, 1998). Quantitative research uses data that are structured in the form of numbers or that can be immediately transported into numbers (Ross, 1999).

3.2 Time and Place

This research was conducted in Auto2000 Pluit. The research was conducted on January 10th 2012 – January 23th 2012. During the period, the researcher conducted several activities which connected to the research, interviewing and distributing questionnaire.

3.3   Research Instrument

Primarily, the research study about "AN ANALYSIS OF THE SIGNIFICANCE OF "LIFE IS EASY WITH AUTO2000" CAMPAIGN TOWARDS CUSTOMERS' BRAND AWARENESS IN AUTO2000 PLUIT" would like to use primary data as its type of data. Researcher obtains the data that has not existed before by using questionnaire to the customer of Auto2000. On the other hand, secondary data is also adopted to obtain the information about the Company profile of Auto2000. Data collection method of this research consists of:

3.3.1 Data collection method

1. **Library Research**

In the library research, any important data including all of the theories, thesis example, journals and literature in the libraries which related to subject of the study are gathered. The theories about this thesis are collected to create an analytical thinking and to support any descriptions in research background.

2. **Field Research**

Besides the library research in order to collect the annual data which is accurate, valid and meet the objectives, field research also important. This filed research is conducted by:

1. **Questionnaire – Survey**

Questionnaire is a document containing questions and other types of items designed to solicit information appropriate to analysis. Questionnaire used primarily in survey research and also in experiments, fields research, and other modes research (Jan Jonker and Bartjan Pennink, 2010, p. 155). In this research, scaling in chosen specific research in order to limit the answer so the answer will not very wide

The questionnaire would be distributed in Auto2000 Pluit, and the respondents are required to answer each question by giving rate to the five – point Likert Scale provided in each. A likert scale is a point scale anchored by bipolar adverbs

(like/dislike, agree/disagree) in which participants indicate their degree of agreement with a stated attitudes or judgement. (Scott W. Vander Stoep and Johnston 2009, p. 54) In this research, independent variables (X) are tangibles(X_1)advertising (X_2) public relations activities (Y) is brand awareness

1: Strongly Disagree

2: Disagree

3: Neither agrees / disagrees

4: Agree

5: Strongly Agree

2. **Statistical Package for Social Science V.16.0**

Refers to Business dictionary Statistical Package for Social Science(SPSS) is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, and collaboration and deployment (batch and automated scoring services).

3.4   Population and Sampling

3.4.1. Population

Population is the universe of people from which a sample is drawn and to which the results of study could be generalized the conclusion (Scott W. Vanderstoep and Johnston 2009, p. 26). Population is all the members of group about which you want to draw a conclusion(Levine and Stephan 2005, p. 2).

As the population is unknown, Uma Sekaran,2006 stated:

In regression (also include in multiple regression), to determine the sampling size, it is better that the sample size is multiply by 10 or more, than the variable in the research. Therefor this research will used 80 respondents.

3.5   Statistical Treatment

3.5.1. Validity Test

Validity is the extent to which data collection method or method accurately measure what they were intended to measure(Saunders, Lewis and Thornhill 2009, p.157).

Construct validity is needed to get validity testing. The coefficient of correlation can be based on the actual values of X and Y. The equation as follow:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum [X])^2][n(\sum Y^2) - (\sum [Y])^2]}}$$

Pearson Product Moment Correlation and Coefficient

Source: Lind, Marchal, and Mason (2002,p.464)

Where:

N: The number of paired observation

$\sum$x: The x variable summed

$\sum$y: The y variable summed

$\sum$x²: The x variable squared and the squares summed

($\sum$x) ²: The variable x summed and the sum squared

$\sum$y²: The y variable squared and the squares summed

($\sum$y) ²: The y variable summed and the sum squared

$\sum$xy: the sum of the product of x and y

3.5.2. Reliability Test

Reliability is the extent to which data collection technique or technique will yield consistent findings, similar observation would be made or conclusions reached by other researcher or there is transparency in how sense was made from raw data (Saunders, Lewis, and Thornhill, 2009, p. 156). Cronbach's Alpha was used to test on the reliability.

$$\alpha = \frac{K.r}{1 + (K-1)r}$$

Where:

α   = instrument reliability's coefficient

r   = mean correlation coefficient between variables

k   = number of questions

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For checking both of validity and reliability test, the researcher uses SPSS V.1.6. The purposes of these two tests are determining the understandability and reliability of the research instrument.

3.5.3. Multiple Regression

The multiple regression raw score equation is expansion of the raw score equation for simple linear regression. It is as follows:

$Y = a + b_1X_1 + b_2X_2 + e$

Where:

Y = Dimension score customer's brand awareness

a = Constant

b_1, b_2 = Regression Coefficient

X_1 = Dimension score of advertisement

X_2 = Dimension score of public relations

According Berry D. W. (1993, p. 22) regression models can be cross-sectional (where the cases for analysis are multiple units observed at a single point in time) or time-series (where the cases are observations of a single unit at multiple points in time).

Multiple regressions can be a good model if the models fulfill some assumption and that assumption called Classic Assumption. The testing process of classic assumption conducted with test regression. The steps for test classic assumption same with regression test. There are any 3 assumption test for regression model, that are normality test, multicollinearity test, and heteroscedasticity test (Lawrence, Glenn, and Guarino, 2005, p. 67):

1. **Normality Test**

The shape of distribution of continuous variable in a multivariate analysis should correspond to a (univariate) normal distibution. That is, the variable's frequency distribution of values should roughly approximate a bell-shaped curve. Both Stevens (2002) and Tabachnick and Fidel (2001b) indicate that univariate normality violations can be assessed with statistical and graphical approaches.

Statistical approaches that assess univariate normality often begin with measures of skewness and kurtosis. Skewness is a measure of the symmetry of a distribution and kurtosis is a measure of the general peakedness of a distribution. Graphical approaches use normal P-P plot (Lawrence, Glenn, and Guarino, 2005, p. 67)

2. **Multicollinearity Test**

Multicollinearity is a condition that exists when more than two predictors correlate very strong. In a good regression model, there are not correlations between independent variable. Multicollinearity Test does it to see the value of tolerance and the value of inflation factor (VIF). Tolerance parameter is tries to protect the procedure from multicollinearity by rejecting predictor's variables that are too highly correlated with other independent variable. A related statistic is the variance inflation factor (VIF), which is computed as 1 divided by tolerance. (Lawrence, Glenn,and Guarino, 2005, p. 182)

3. **Heteroscedasticity Test**

Heteroscedasticity typically occur when the variable is not distributed in a normal manner or when a data transformation procedure has produced an unanticipated distribution for a variable (Tabachnick and Fidell, 2001b). If variant from residual is constant, that is homoscedasticity and if not constant is heterosdasticity. A good regression model, if there are not homoscedasticity and heterosdasticity. (Lawrence, Glenn, and Guarino, 2005, p. 67)

Heterosdasticity test using Glejser test, conducted by regression the value of absolute residual obtained from regression model. Regression model as dependent variable toward all independent variable. If regression coefficient value from every independent variable is not significant base on statistic, it can be conclude not occur heterosdasticity (Sumodiningrat 2001, p.271)

3.6   Testing Hypothesis

3.6.1. F-test

F test is to know all independent variable (X) toward dependent variable (Y).

$$H_0 : \beta_1 = \beta_2 = 0$$

That mean is no positive effect of independent variable (X_1, X_2) i.e. advertisement and public relations activities toward customer's brand awareness is dependent variable (Y).

$$H_1 : \beta_1 \neq \beta_2 \neq 0$$

That mean is positive effect of independent variable (X_1, X_2) i.e. advertisement and public relations activities toward customer's brand awareness is dependent variable (Y).

H_0 accepted if $F_{test} < F_{table}$

H_0 rejected if $F_{test} > F_{table}$

3.6.2. t-test

t test is to know influence independent variable (X) toward dependent variable (Y).

$$H_0 : \beta_i = 0$$

That mean is no positive effect and significant from independent variable (X_1, X_2) i.e. advertisement and public relations activities toward customer awareness is dependent variable (Y).

$$H_1 : \beta_i \neq 0$$

That mean is positive effect and significant from independent variable (X_1, X_2) i.e. advertisement and public relations activities toward customer awareness is dependent variable (Y).

H_0 accepted if $t_{test} < t_{table}$

H_0 rejected if $t_{test} > t_{table}$

3.7   Data result of Validity and reliability testing

1. **Validity Test**

   The researcher used SPSS version 16.0 to check validity and reliability testing. Based on the calculation, the result for pre-test questionnaires with 40 questions, the mean correlation coefficient between variables or r = 0.334. It means that according to corrected item-total correlation table,

if r result is greater than r table, the variable is valid. If r result is smaller than r table, the variables are not valid

Based on table 3.1, All variable is valid that eligible to be used as part of the questionnaire. The complete validity testing result is shown at Table 3.1

	Corrected Item-Total Correlation	r table	Remarks
Q1	0.505	0.334	VALID
Q2	0.66	0.334	VALID
Q3	0.662	0.334	VALID
Q4	0.704	0.334	VALID
Q5	0.53	0.334	VALID
Q6	0.7	0.334	VALID
Q7	0.582	0.334	VALID
Q8	0.693	0.334	VALID
Q9	0.658	0.334	VALID
Q10	0.677	0.334	VALID
Q11	0.644	0.334	VALID
Q12	0.689	0.334	VALID
Q13	0.658	0.334	VALID
Q14	0.677	0.334	VALID
Q15	0.644	0.334	VALID
Q16	0.689	0.334	VALID
Q17	0.48	0.334	VALID
Q18	0.544	0.334	VALID
Q19	0.534	0.334	VALID
Q20	0.513	0.334	VALID
Q21	0.542	0.334	VALID
Q22	0.532	0.334	VALID
Q23	0.748	0.334	VALID
Q24	0.723	0.334	VALID
Q25	0.59	0.334	VALID
Q26	0.585	0.334	VALID
Q27	0.629	0.334	VALID
Q28	0.629	0.334	VALID
Q29	0.647	0.334	VALID
Q30	0.637	0.334	VALID
Q31	0.658	0.334	VALID
Q32	0.652	0.334	VALID
Q33	0.692	0.334	VALID
Q34	0.772	0.334	VALID
Q35	0.713	0.334	VALID

Table 3.1 the result of validity test "Auto2000 Pluit"

2. Reliability Test

Reliability coefficient is measured by using Cronbach's alpha for each variable. Nunnaly (1978) has indicated 0.7 to be an acceptable reliability coefficient but lower thresholds are sometimes used in the literature. The results of reliability test of each variable in this research can be seen as follow:

Variable	Cronbach's Alpha	Remark
Advertisement	0.931	Reliable
Public Relations	0.903	Reliable
Brand awareness	0.854	Reliable

Table 3.2 Reliability Test of "Auto2000 Pluit"

3.8. Limitation

Doing this research there are many limitations that the researcher had to face:

1. Thus, there may be some mistakes may occur during this research. Researcher expects to learn more and improve researching skills. Although this is the first time doing research, the researcher can overcome the difficulties and get used to doing research.

2. This research may cause many difficulties for the researchers to accomplish, but at least the researcher do the best and contribution to have this research done effectively.

3. The other problem faced by researcher in gathering data and analyzing data. For example: not good response from respondent and hard to get permission from company.

4. There are other programs/campaign used by Auto2000 to increase the brand awareness.

IV. ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1 Data Processing

Researcher used primary data through questionnaire in doing this research. Before researcher distributed the questionnaires in a huge number, researcher did a pre-test. After pre-test, researcher distribute the questionaires and gathered 80 filled questionaires

4.2 Interpretation of Data

Researcher tried to elaborate the significance influence of advertising and public relations upon customer's brand awareness. In this sub chapter the elaboration is provided via graphs that summarized up the total responses given by the customers via distributed questionnaires.

4.2.1. Demographic analysis

Demographic analysis describes the information of someone's age, gender, or status. In this particular research, researcher describes the gender of all respondents.

4.2.1.1 Gender
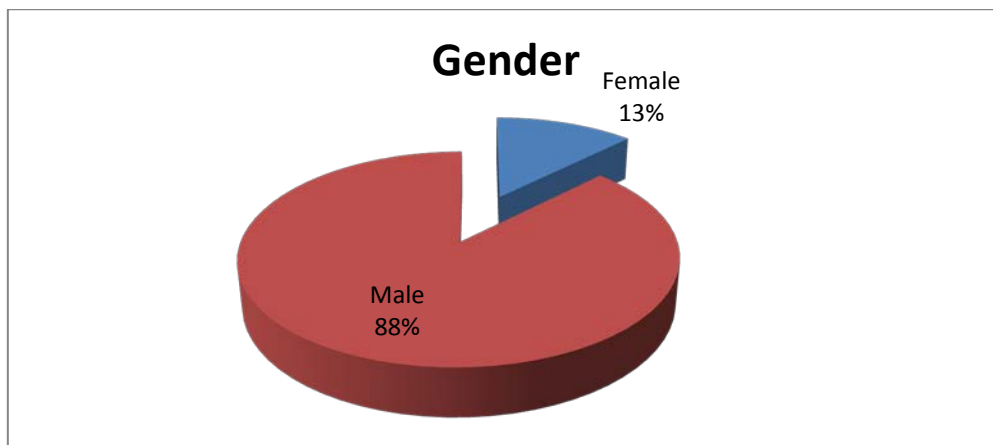
Table 4.1 Gender

According to the data above,table 4.1 The customers of Auto2000 pluit from the total of 80 respondents, 88% is male and 12% is female respondent.

4.2.2. Descriptive analysis

In this sub chapter, researcher is elaborating the result of the questionnaires by providing detail responses from distributed questionnaires.

4.2.2.1 advertising(X)

4.2.2.1 placement print ads

From advertising, it consist of placement print ads, television ads, billboard,radio spot, advertorial.advertising**(X1),** there are 20 questionnaires:

1. Interested towards Auto2000 "Life is Easy with Auto2000" in placement print ads (Var00001)
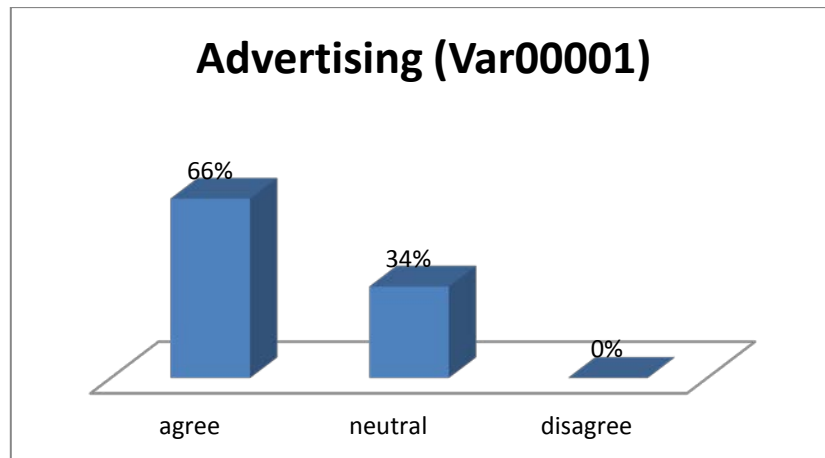
Table 4.2 Advertising (interesting placement print ads)

From the table 4.2, it can be concluded that 66% of the respondent agree that the placement print ads is interested 34% is neutral, and 0% is disagree

2. Reminded strengths of Auto2000 in placement print ads(Var00002)

Advertising (Var00002)

70% agree
30% neutral
0% disagree
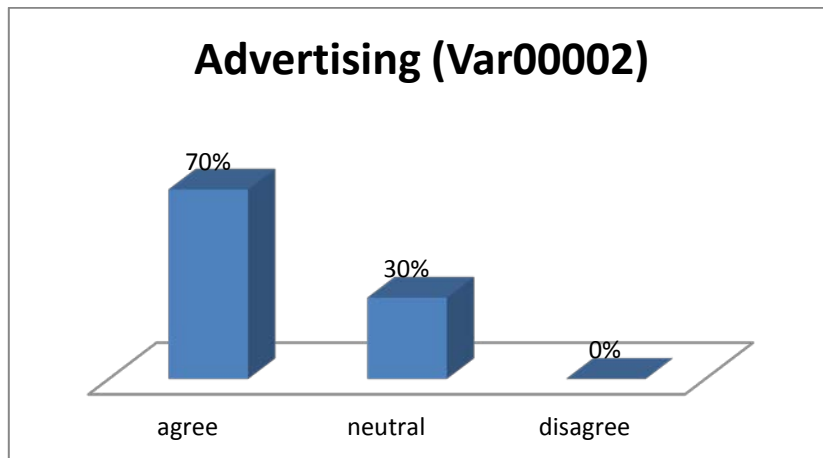
Table 4.3 Advertising (strength, placement print ads)

From the table 4.3, it can be concluded that 70% of the respondent agree that print ads reminded strengths of Auto2000, 30% neutral, and 0% is disagree.

3. Trust in Auto2000 after seeing placement print ads (Var00003)

Advertising (Var00003)

64% agree
36% neutral
0% disagree
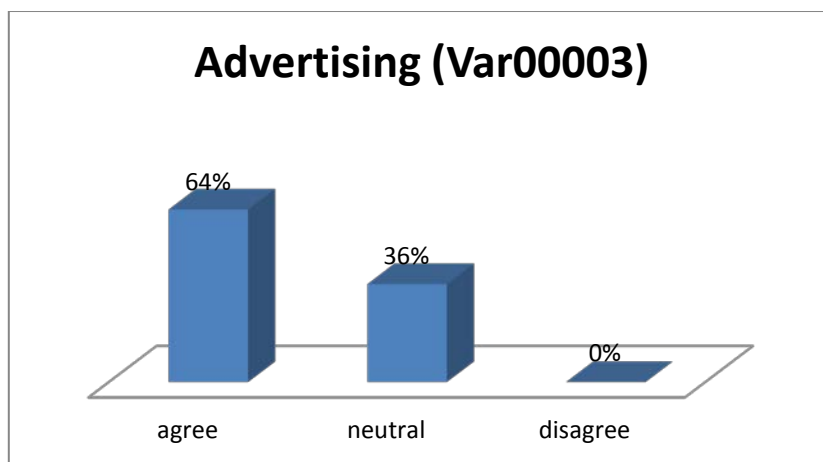
Table 4.4 Advertising (Trust, placement print ads)

From the table 4.5, it shown that 47% of the respondent trust Auto2000 after seeing placement print ads, 33% neutral, and 20% respondent disagree.

4. Encouraged to use Auto2000 service after seeing placement print ads (Var00004)

Advertising (Var00004)

69% agree
31% neutral
0% disagree
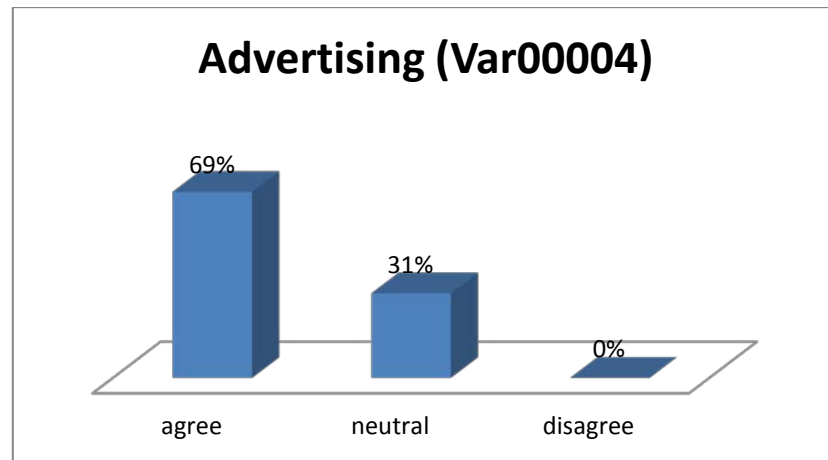
Table 4.5 Operation performanceAdvertising (encouragement, placement prin ads)

The table 4.5, it shows that 69% of the respondent agree that placement print ads encouraging them to use the services, 31% neutral, and 0% respondent disagree.

5. Interested towards Auto2000 "Life is Easy with Auto2000" in television ads (Var00001)
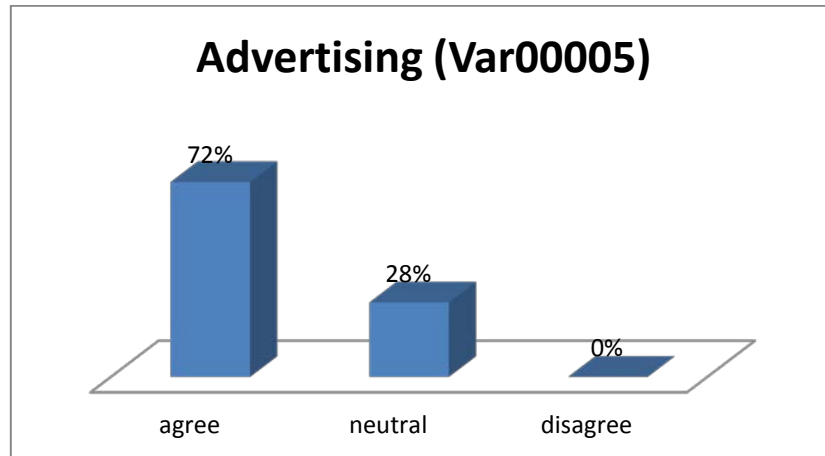
Table 4.6 Advertising (interesting television ads)

From the table 4.6, it can be concluded that 72% of the respondent agree that the television ads is interested 28% is neutral, and 0% is disagree

6. Reminded strengths of Auto2000 in television ads(Var00006)
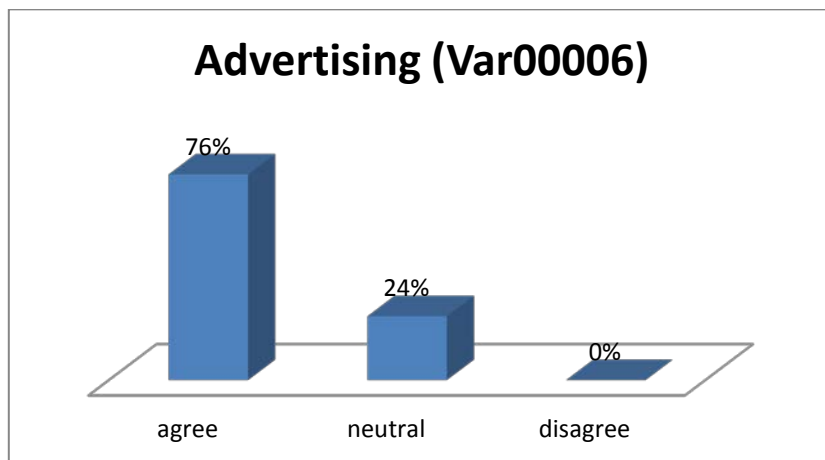
Table 4.7 Advertising (strength, television ads)

From the table 4.7, it can be concluded that 76% of the respondent agree that television ads remind Auto2000's strengths, 24% neutral, and 0% is disagree.

7. Trust in Auto2000 after seeing television ads (Var00007)

Advertising (Var00007)

■ Quality (Var00003)

- agree: 78%
- neutral: 22%
- disagree: 0%
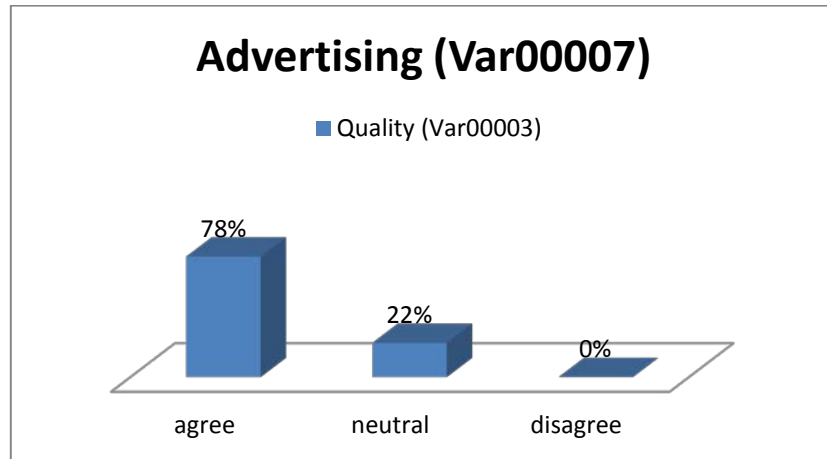
Table 4.8 Advertising (Trust, television ads)

From the table 4.8, it shown that 78% of the respondent trust Auto2000 after seeing the television ads, 22% neutral, and 0% respondent disagree.

8. Encouraged to use Auto2000 service after seeing television ads (Var00004)

Advertising (Var00008)

- agree: 83%
- neutral: 17%
- disagree: 0%
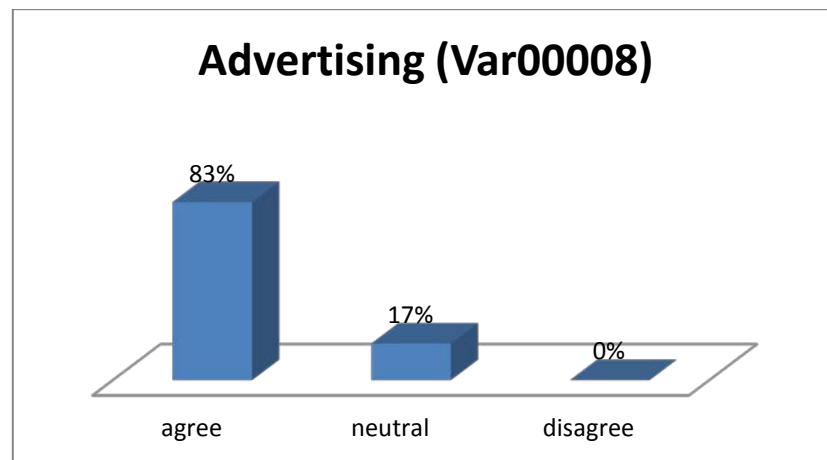
Table 4.9 Advertising (encouragement, television ads)

The table 4.9, it shows that 83% of the respondent agree that television ads encourage them to use Auto2000's services, 17% neutral, and 0% respondent disagree.

9. Interested towards Auto2000 "Life is Easy with Auto2000" in billboard (Var00009)
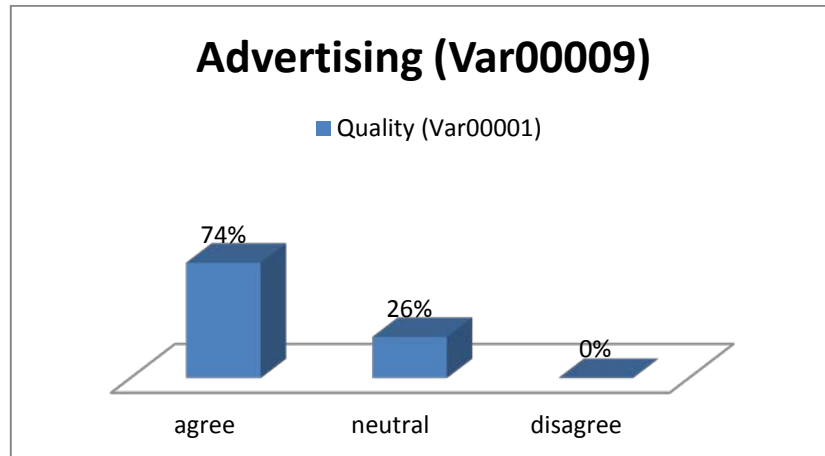
Table 4.10 Advertising (interesting billboard)

From the table 4.2, it can be concluded that 74% of the respondent agree that the billboard is interested 26% is neutral, and 0% is disagree

10. Reminded strengths of Auto2000 in billboard(Var00010)
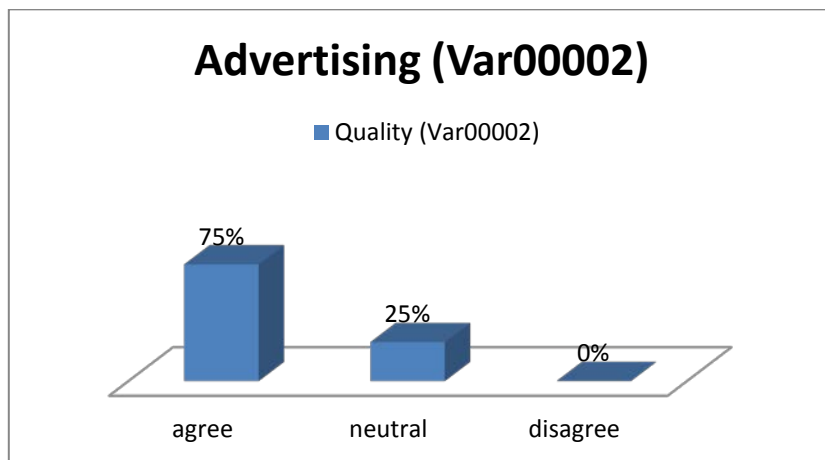
Table 4.11 Advertising (strength, billboard)

From the table 4.11, it can be concluded that 75% of the respondent agree that billboard remind Auto2000's strengths , 25% neutral, and 0% is disagree.

11. Trust in Auto2000 after seeing billboard (Var00011)

Advertising (Var00011)

■ Quality (Var00003)

64%   36%   0%

agree   neutral   disagree
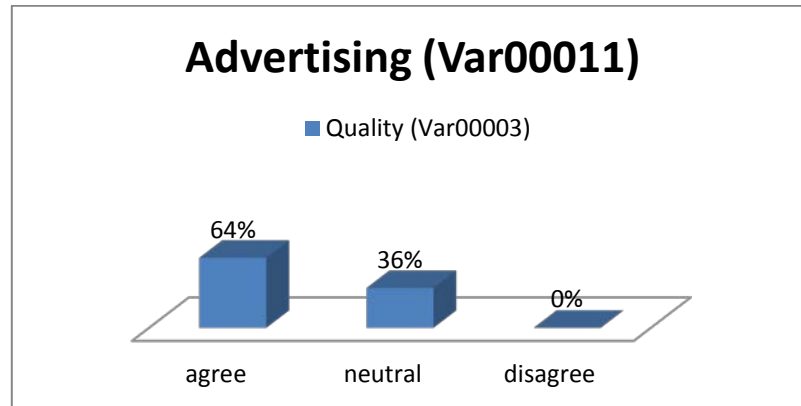
Table 4.12 Advertising (Trust, billboard)

From the table 4.11, it shown that 64% of the respondent trust Auto2000 after seeing the billboard, 36% neutral, and 0% respondent disagree.

12. Encouraged to use Auto2000 service after seeing billboard (Var00012)

Advertising (Var00012)

■ Quality (Var00004)

78%   22%   0%

agree   neutral   disagree
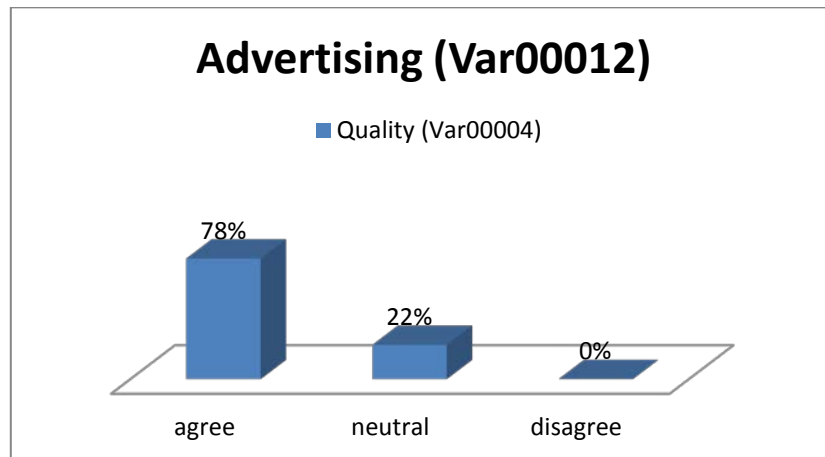
Table 4.13 Operation performanceAdvertising (encouragement, placement prin ads)

The table 4.13, it shows that 78% of the respondent agree that company gives a good impression on the respondent, 22% neutral, and 0% respondent disagree.

13. Interested towards Auto2000 "Life is Easy with Auto2000" in spot radio (Var00013)

Advertising (Var00013)

74% agree
25% neutral
1% disagree
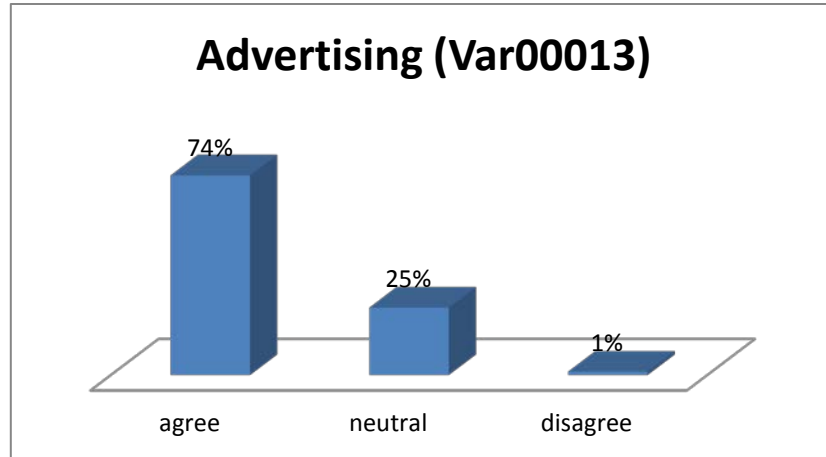
Table 4.14 Advertising (interesting spot radio)

From the table 4.6, it can be concluded that 74% of the respondent agree that the spot radio is interested 25% is neutral, and 1% is disagree
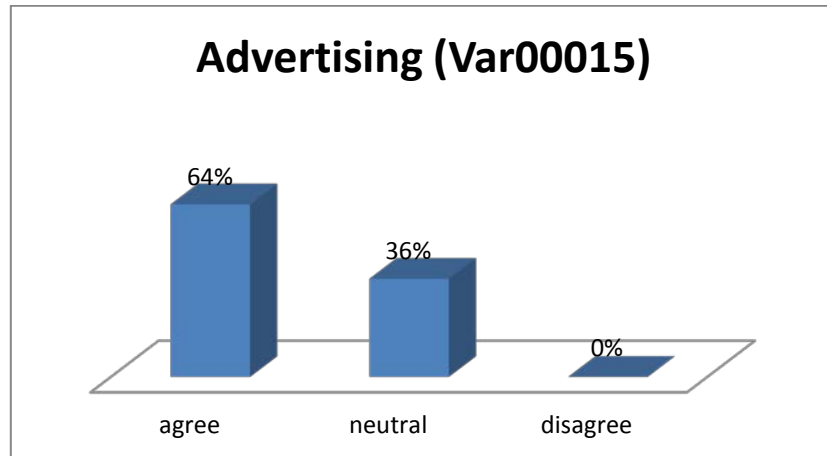
14. Reminded strengths of Auto2000 in spot radio(Var00014)

Advertising (Var00014)

76% agree
24% neutral
0% disagree
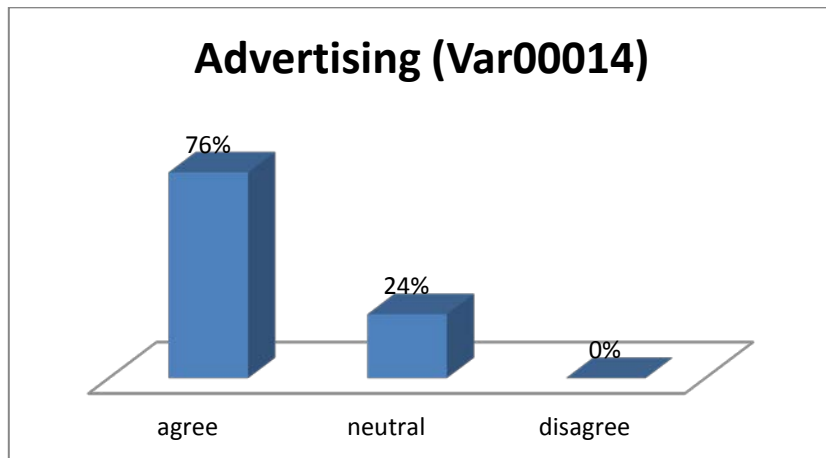
Table 4.15 Advertising (strength, spot radio)

From the table 4.7, it can be concluded that 76% of the respondent agree that spot radio remind Auto2000's strengths, 24% neutral, and 0% is disagree.

15. Trust in Auto2000 after seeing spot radio (Var00015)

Table 4.16 Advertising (Trust, spot radio)

From the table 4.16, it shown that 64% of the respondent trust Auto2000 after seeing the spot radio, 36% neutral, and 0% respondent disagree.

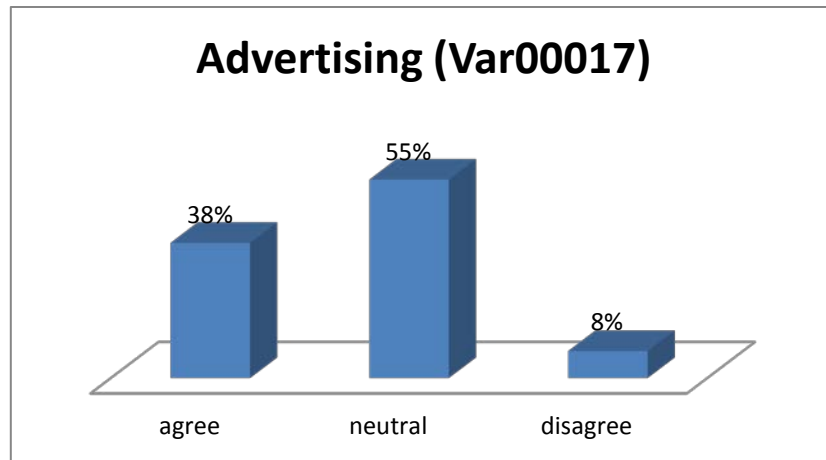16. Encouraged to use Auto2000 service after seeing spot radio (Var00016)
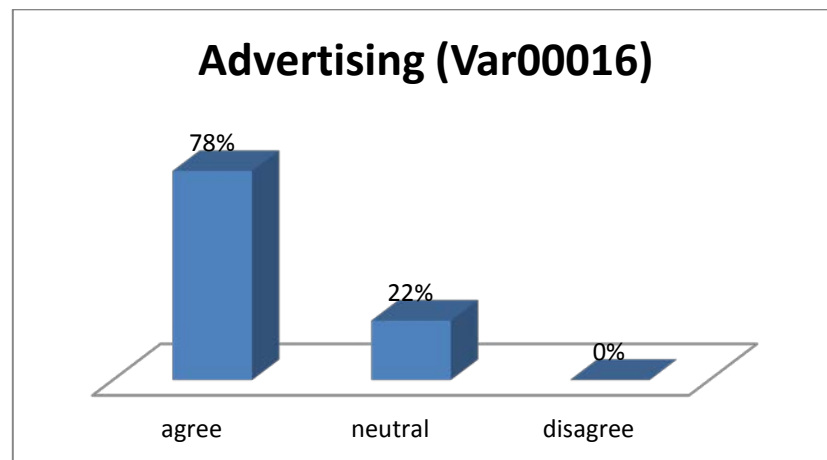
Table 4.17 Advertising (encouragement, spot radio)

The table 4.17, it shows that 78% of the respondent agree that spot radio encourage them to use Auto2000's services, 22% neutral, and 0% respondent disagree.

17. Interested towards Auto2000 "Life is Easy with Auto2000" in advertorial
     (Var00017)

Table 4.18 Advertising (interesting advertorial)

From the table 4.18, it can be concluded that 38% of the respondent agree that the
advertorial is interested 55% is neutral, and 8% is disagree。

18. Reminded strengths of Auto2000 in advertorial(Var00018)
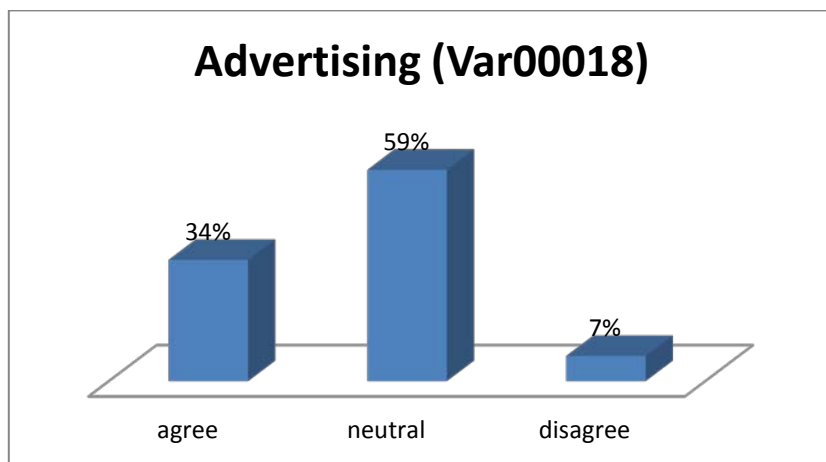
Table 4.19 Advertising (strength, advertorial)

From the table 4.19, it can be concluded that 34% of the respondent agree that
advertorial remind Auto2000's strengths , 59% neutral, and 7% is disagree.

19. Trust in Auto2000 after seeing advertorial (Var00019)

Advertising (Var00019)

59%

34%

7%

agree   neutral   disagree
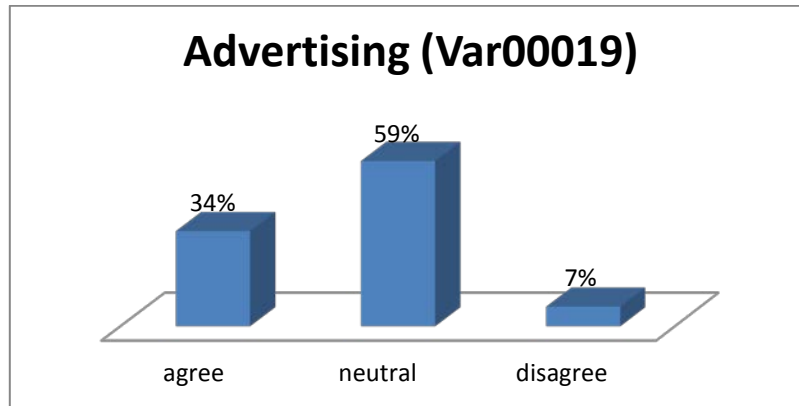
Table 4.20 Advertising (Trust, advertorial)

From the table 4.20, it shown that 34% of the respondent trust Auto2000 after seeing the advertorial, 59% neutral, and 7% respondent disagree.

20. Encouraged to use Auto2000 service after seeing advertorial (Var00012)

Advertising (Var00020)

59%

34%

7%

agree   neutral   disagree
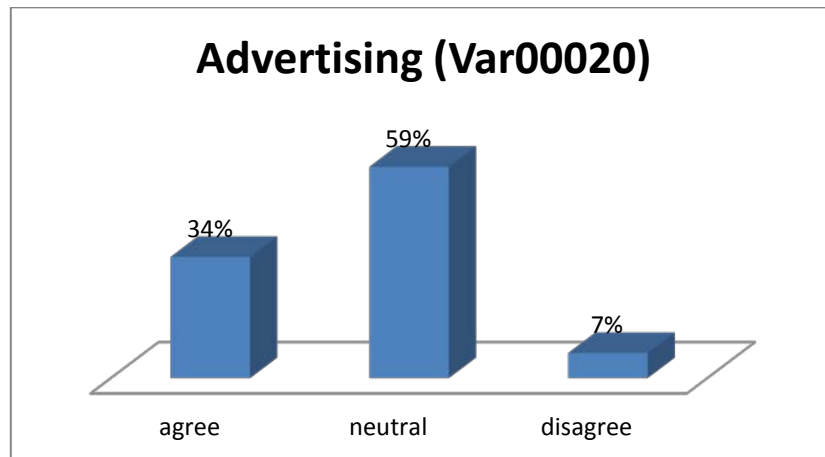
Table 4.21 Advertising (encouragement, advertorial)

The table 4.21, it shows that 34% of the respondent agree that advertorial encouraging the customers to use Auto2000's services, 59% neutral, and 7% respondent disagree.

4.2.2.3 Public Relations (X2)

From **Public relations** there are 12 questionnaires, as shows:

21. Interested towards Auto2000 "Life is Easy with Auto2000" in event sponsorship (Var00021)
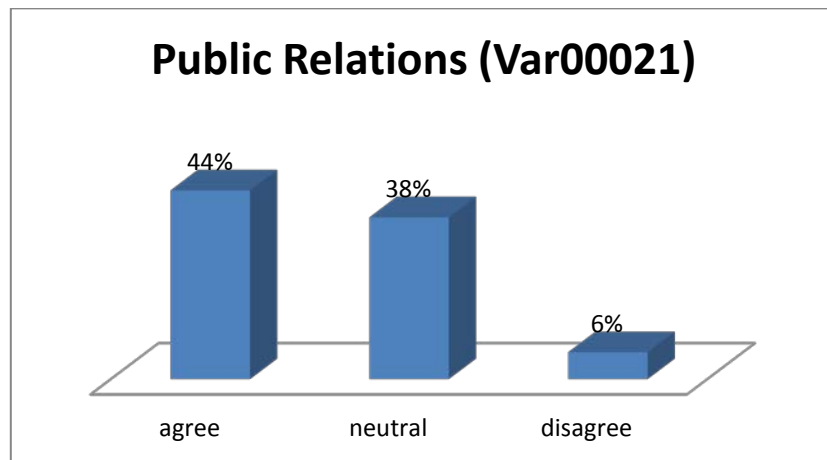
Table 4.22 Public relations (interesting event sponsorship)

From the table 4.22, it can be concluded that 44% of the respondent agree that the event sponsorship is interested 38% is neutral, and 6% is disagree

22. Reminded strengths of Auto2000 in event sponsorship(Var00022)

Public Relations (Var00022)

- agree: 31%
- neutral: 50%
- disagree: 19%
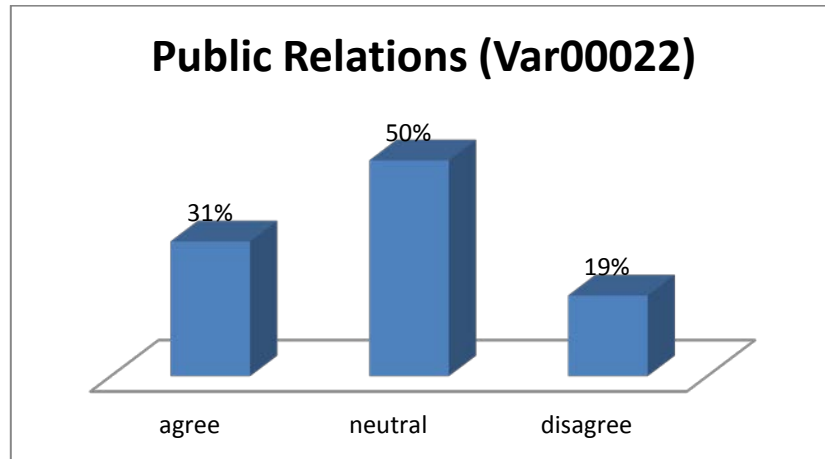
Table 4.23 Public relations (strength, event sponsorship)

From the table 4.22, it can be concluded that 31% of the respondent agree that event sponsorship remind Auto2000's strengths, 50% neutral, and 19% is disagree.

23. Trust in Auto2000 after seeing event sponsorship (Var00023)

Public Relations (Var00023)

- agree: 38%
- neutral: 45%
- disagree: 18%
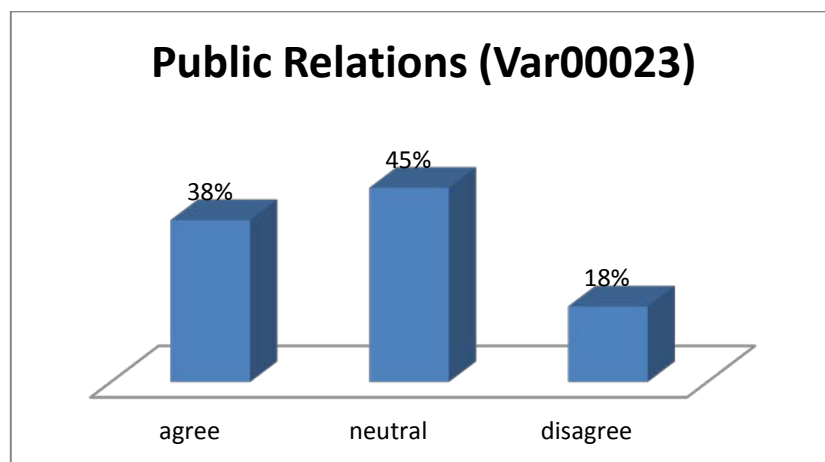
Table 4.24 Public relations (Trust, event sponsorship)

From the table 4.24, it shown that 38% of the respondent trust Auto2000 after seeing the event sponsorship, 45% neutral, and 18% respondent disagree。

24. Encouraged to use Auto2000 service after seeing event sponsorship
    (Var00024)

Public Relations (Var00024)

46%   36%   18%

agree   neutral   disagree
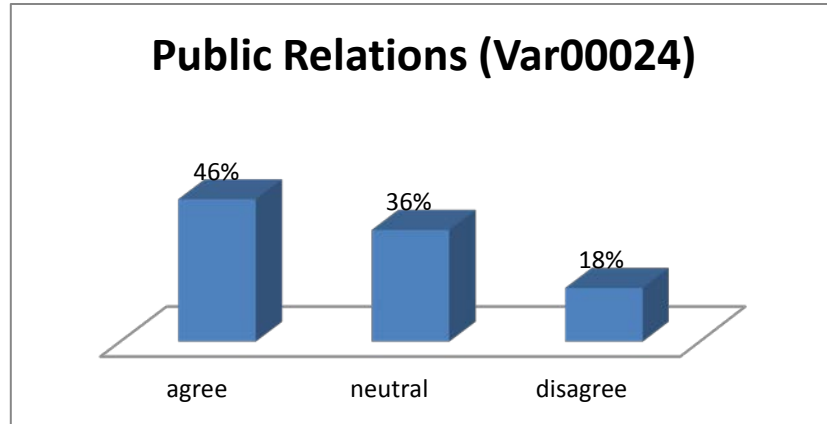
Table 4.25 Public relations (encouragement, event sponsorship)

The table 4.25, it shows that 46% of the respondent agree that event sponsorship encourage them to use Auto2000's services, 36% neutral, and 18% respondent disagree.

25. Interested towards Auto2000 "Life is Easy with Auto2000" in media
    gathering (Var00025)

Public Relations (Var00025)

78%

14%   8%

agree   neutral   disagree
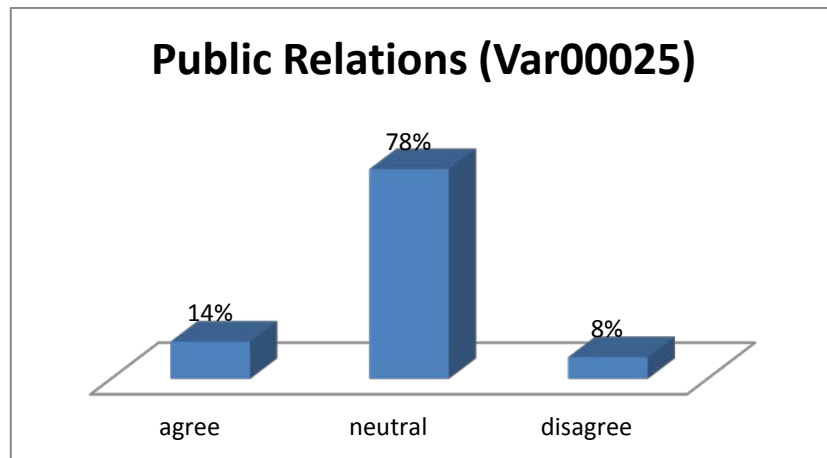
Table 4.26 Public relations (interesting media gathering)

From the table 4.26, it can be concluded that 14% of the respondent agree that the media gathering is interested 78% is neutral, and 8% is disagree

26. Reminded strengths of Auto2000 in media gathering(Var00010)

Public Relations (Var00026)

agree	neutral	disagree
13%	78%	9%
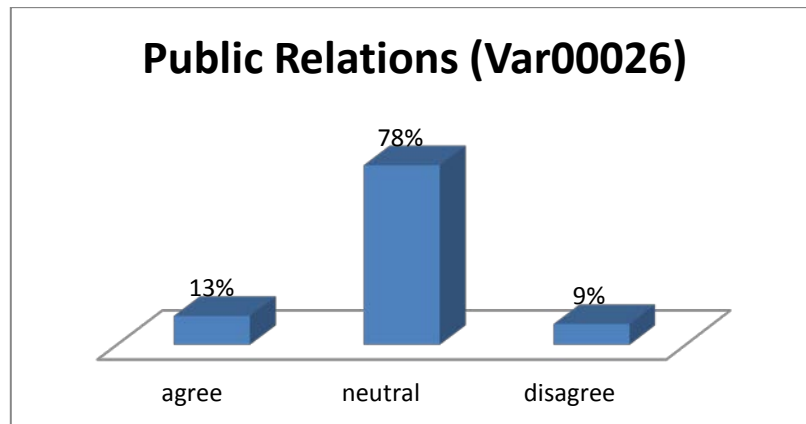
Table 4.27 Public relations (strength, media gathering)

From the table 4.27, it can be concluded that 13% of the respondent agree that media gatheringremind Auto2000's strengths , 78% neutral, and 9% is disagree.

27. Trust in Auto2000 after seeing media gathering (Var00027)

Public Relations (Var00027)

agree	neutral	disagree
16%	74%	10%
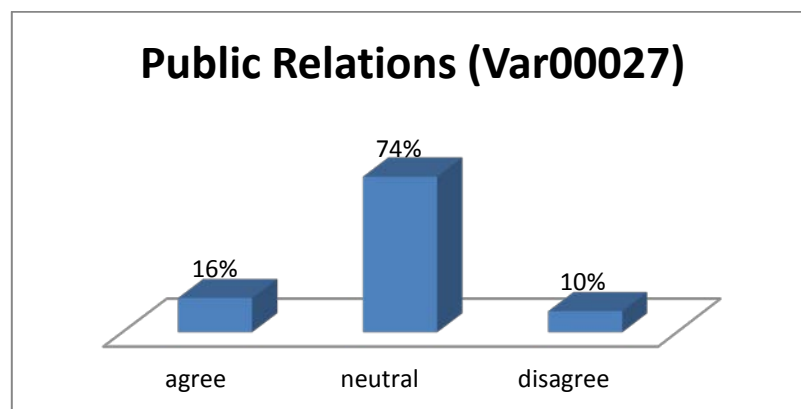
Table 4.28 Public relations (Trust, media gathering)

From the table 4.28, it shown that 16% of the respondent trust Auto2000 after seeing the media gathering, 74% neutral, and 10% respondent disagree.

28. Encouraged to use Auto2000 service after seeing media gathering (Var00012)

Public Relations (Var00028)

74%

16%
10%

agree   neutral   disagree
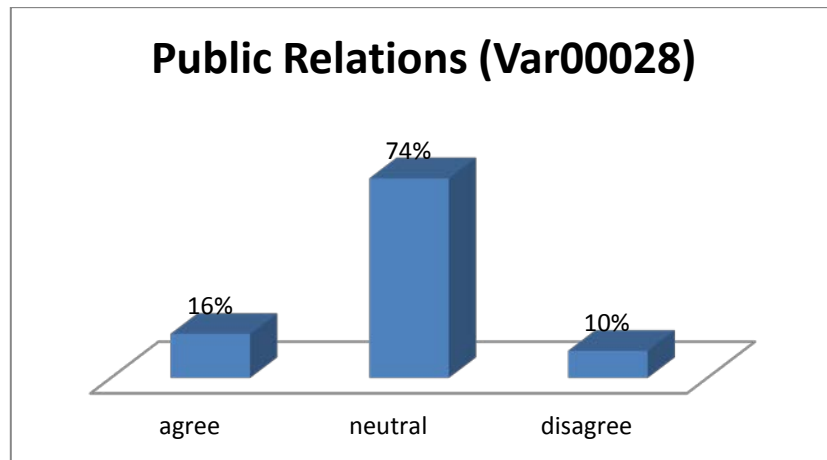
Table 4.29 Public relations (encouragement, Media gathering)

The table 4.29, it shows that 16% of the respondent agree that company gives a good impression on the respondent, 74% neutral, and 10% respondent disagree.

29. Interested towards Auto2000 "Life is Easy with Auto2000" in press release (Var00013)

Public Relations (Var00029)

48%

36%

18%

agree   neutral   disagree
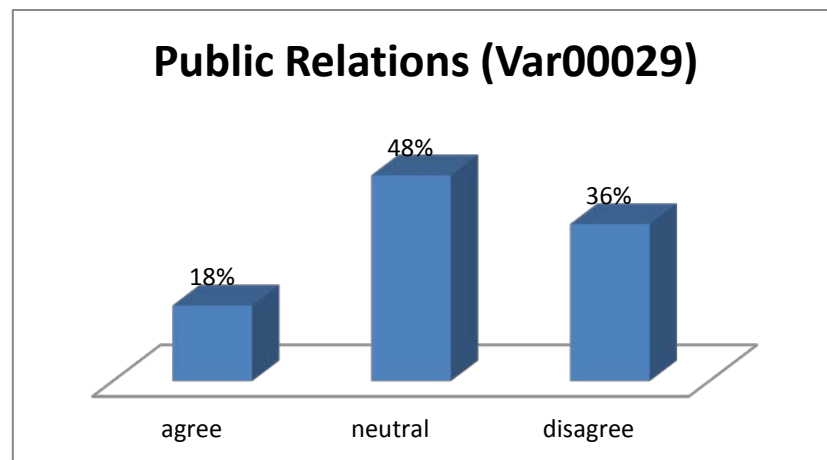
Table 4.30 Public relations (interesting press release)

From the table 4.29, it can be concluded that 19% of the respondent agree that the press release is interested 48% is neutral, and 36% is disagree
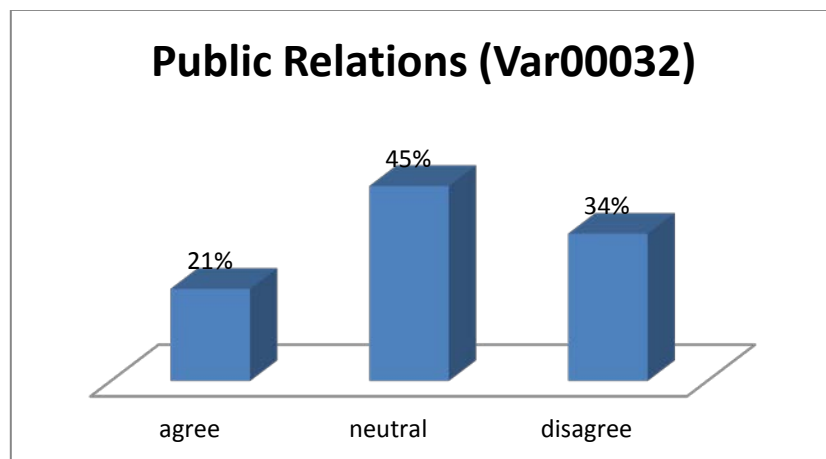
30. Reminded strengths of Auto2000 in press release(Var00030)
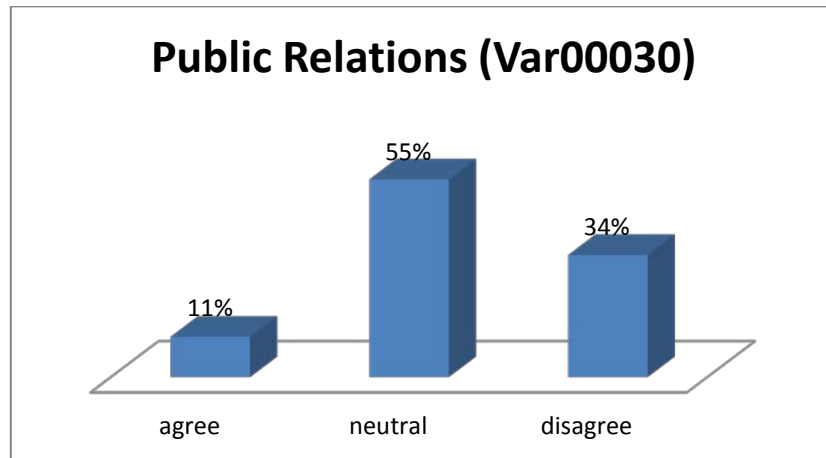
Table 4.31 Public relations (strength, press release)

From the table 4.31, it can be concluded that 11% of the respondent agree that press release remind Auto2000's strengths, 55% neutral, and 34% is disagree.

31. Trust in Auto2000 after seeing press release (Var00032)

Table 4.32 Public relations (Trust, press release)

From the table 4.32, it shown that 21% of the respondent trust Auto2000 after seeing the press release, 45% neutral, and 45% respondent disagree.

32. Encouraged to use Auto2000 service after seeing press release (Var00032)

Public Relations (Var00032)

70%

30%

0%

agree   neutral   disagree
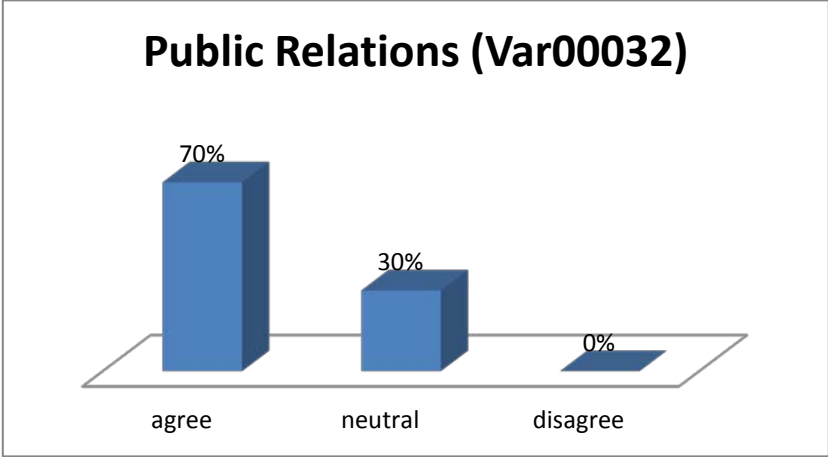
Table 4.33 Public relations (encouragement, press release)

The table 4.33, it shows that 21% of the respondent agree that press release encourage them to use Auto2000's services, 45% neutral, and 34% respondent disagree.

4.2.2.4 Brand awareness (Y)

From **Brand awareness** it consist of 3 questionnaires, as shown below:
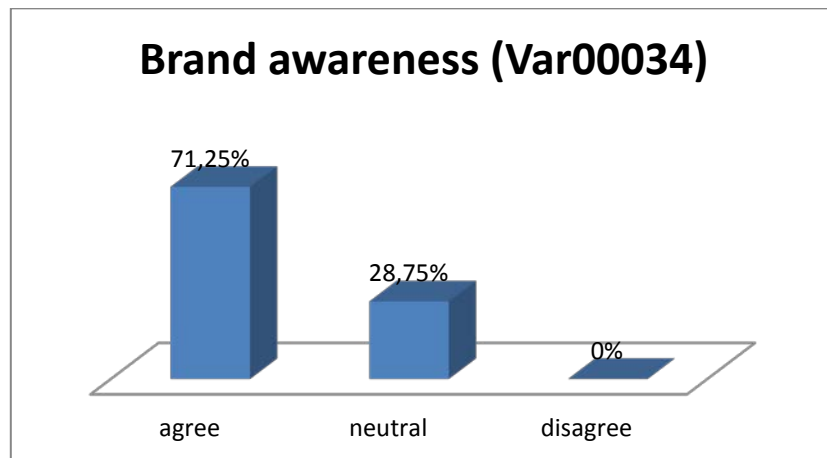
33. Aware of "Life is Easy" campaign (Var00033)
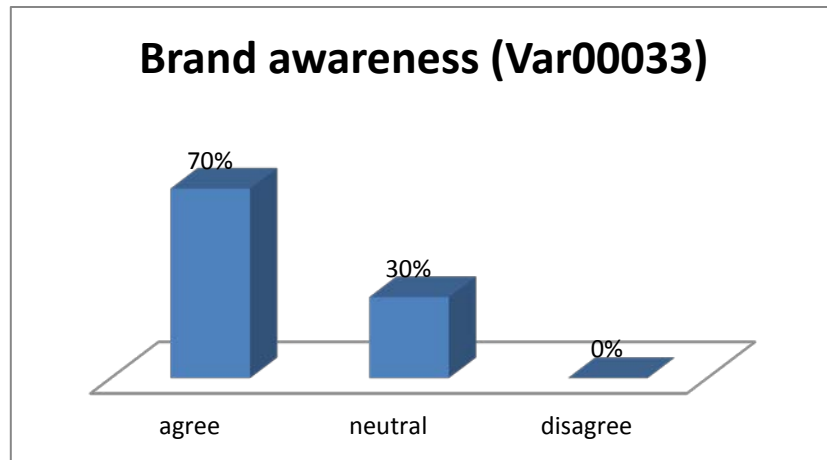
Table 4.34 Brand awareness

From the table 4.34 it shows that 70% of the respondent aware off "Life is Easy" campaign, 30% neutral, and 0% disagree.
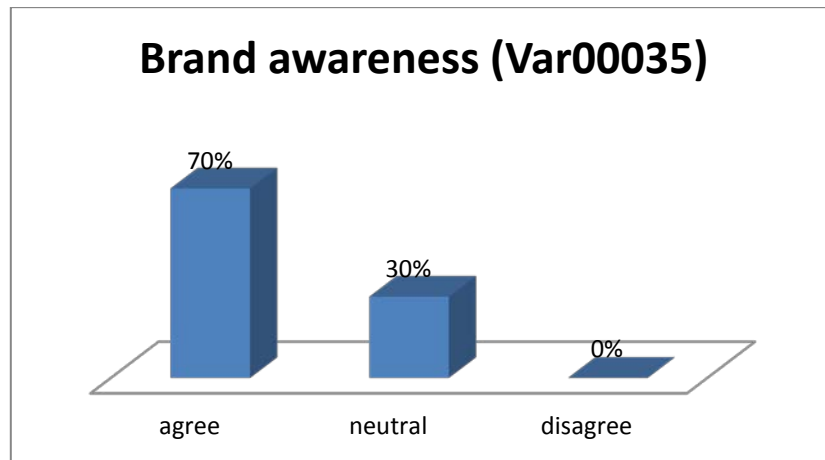
34. Aware the points of "Life is Easy" campaign (Var00034)

Table 4.35 Brand awareness (point)

The table 4.36 shows that 71.25% of the respondent are aware with points of "Life is Easy" campaign, 28.75% is neutral, and 0% is disagree.

35. You are agreed with points of "Life is Easy" campaign.

Brand awareness (Var00035)

70%   30%   0%
agree   neutral   disagree

Table 4.36 Brand awareness (agreed)

From the table 4.36 it can be concluded that 70% of the agreed upon points of "Life is Easy" campaign, 30% is neutral, and 0% of the respondent disagree.

4.2.3 Overall Description

Above graphs have shown thedetail response from the distributed questionnaires as the research instruments. From 35 questions, questions number 1 up to 20 represent variable of advertising (X1). Questions number 21 up to 32 represent variable of public relations (X2). Those questions are constructed to explain about brand awareness represented by questions number 33 up to 35 (Y variable).
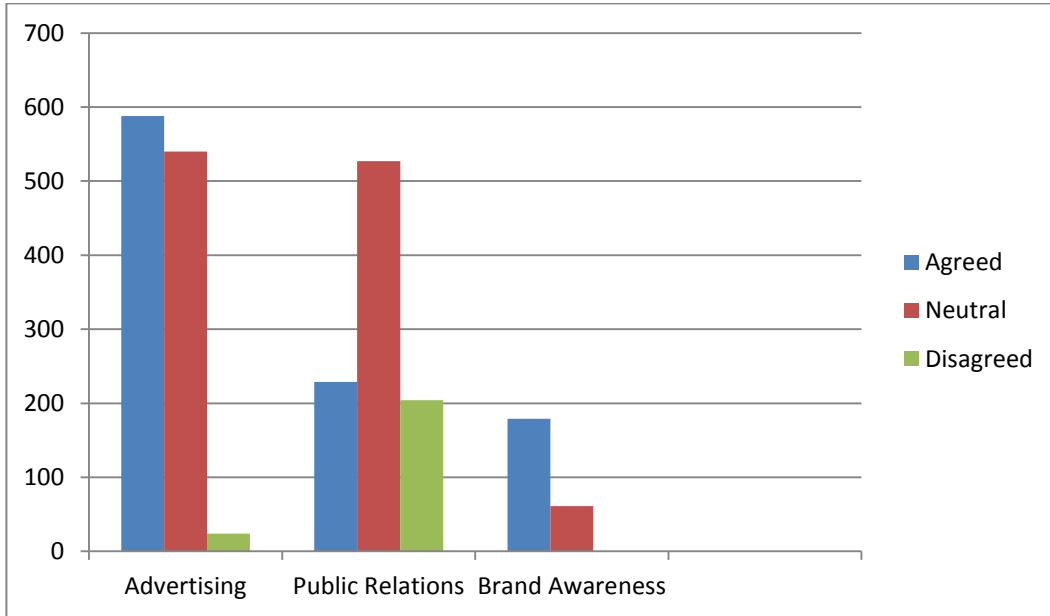
Figure 4.1 Overall Description of Distributed Questionnaires
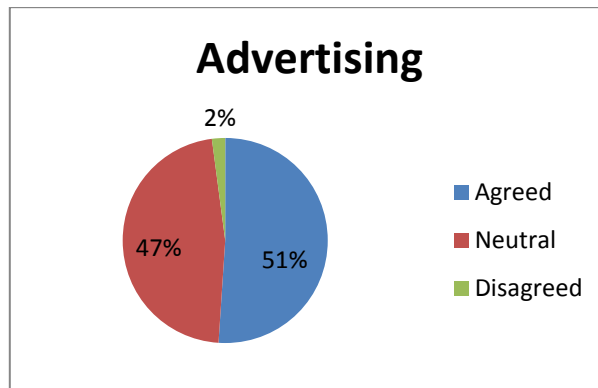
Figure 4.2 Advertising
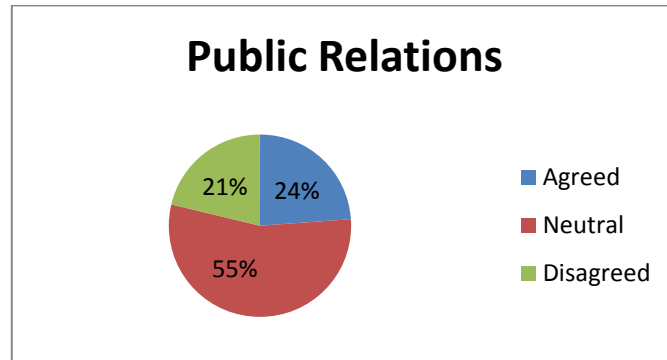
Figure 4.3 Public Relations
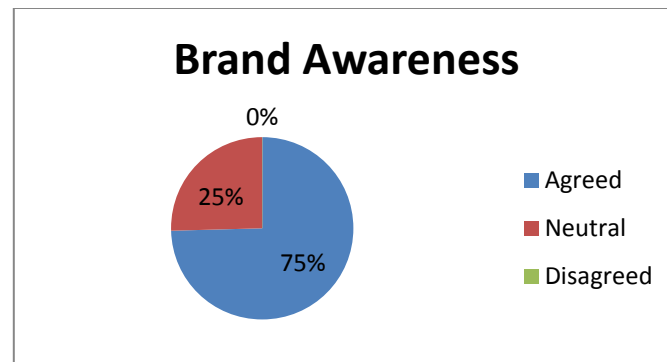
Figure 4.4 Brand Awareness

Figure 4.2 up to figure 4.4 clearly depict the overall response coming from 80 respondents. Both variable advertising and brand awareness dominated by "agreed" responses—51% for advertising, 75% for brand awareness. Whereas for variable Public Relations, dominated by "neutral" responses. Those facts shows that "Life is Easy" campaign has given positive impact upon the customer's brand awareness of Auto2000.

4.3 Interpretation of Multiple Regressions

Multiple Regression is one vary statistical tools of multivariate analysis. This research is used multiple regression as researcher would like to identify the significance influence of advertisement and public relations toward consumer's brand awareness.

4.3.1 Hypothesis Test

Primarily, the research study is about "AN ANALYSIS OF THE SIGNIFICANCE OF "LIFE IS EASY WITH AUTO2000" CAMPAIGN TOWARDS CUSTOMERS' BRAND AWARENESS IN AUTO2000 PLUIT. This research is aiming whether there is a significance effects of advertising and public relations toward customer's brand awareness. Therefore the model analysis can explain how significant is the independent variables into the dependent variable. the result will be shown below:

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.451	.605		2.400	.019		
X1	.700	.181	.435	3.867	.000	.842	1.187
X2	-.040	.117	-.038	-.337	.737	.842	1.187

a. Dependent Variable: y

Table 4.37 The Significant of Advertising and Public Relations toward customer's Brand Awareness (Source: SPSS 16.0)

Based on multiple regression, the purpose is to understand and find the relationship between independent variables and dependent variable. based on the multiple regression result are shows in table 4.37, the result of the regression equation can be seen as follows:

Y= 1.451 + 0.700X1 - 0.040X2 + e

4.3.2 Model Evaluation

Model Evaluation elaborates the distribution of the data coming from distributed questionnaires.

4.3.2.1 Normality Test

Each residual is plotted against its expected value under normality. A plot that is nearly linear suggests agreement with normality,whereas a plot departs substantially from linearity suggests that the error distribution is not normal (Kutner,2005;110).

Normal P-P Plot of Regression Standardized Residual
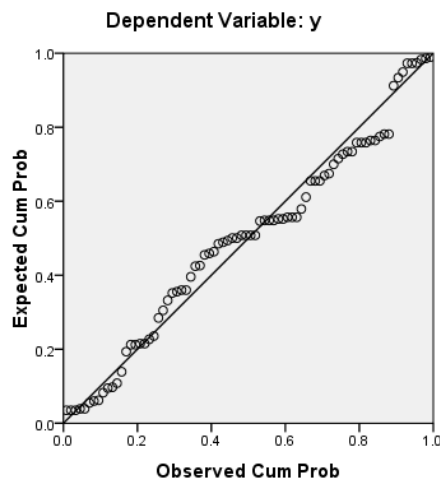
Figure 4.5 P Plot

(Source: SPSS 16.0)

From the figure 4.5. above, it shown that in normal distributed , the point will plot along an approximately straight line. From the following figures, the normal probably plot of regression standarize residual with advertising and public relations as independent variables brand awareness as the dependent variable approximate tendecy to make a straight line. The researcher can conclude that the data has

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followed a linear relationship model and the standarize deviation has followed the normal standarize distribution.

4.3.3 Multicolinearity

When two X variables are highly correlated, they both convey essentially the same information. In this case, neither may contribute significantly to the model after the other one is included (Motulsky,2002). As the Xs become more highly correlated, it becomes more and more difficult to determine which X is actually producing the effect on Y. A tolerance close to 1 means there is little multicollinearity, whereas a value close to 0 suggests that multicollinearity may be a threat. The reciprocal of the tolerance is known as the Variance Inflation Factor (VIF). The VIF shows us how much the variance of the coefficient estimate is being inflated by multicollinearity On the other side If the value of VIF> 10, then it indicates the occurrence of multicollinearity.

Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
1 (constant)		
X1	.842	1.187
X2	.842	1.187

**Table 4.37 Multicollinearity**

(Source: Spss 16.0)

From table 4.37, the tolerance of advertising (X1) is .842 and public relation (X2) is .842—those tolerances mean the data is still can be tolerate. The VIF result of both

Advertising and Public Relation is 1.187. It shows that there is no Multicolinearity between the independent variable because the value is still under 10

4.3.3 Heteroscedasticity

Heteroscedasticity is inherent when the response in regression analysis follows a distribution in which the variance is functionally related to the mean. The possibility of heteroscedasticity existence is concerning in the application of regression analysis, the presence of heteroscedasticity can invalidate statistical test of significance that assume the effect and residual (error) variances are uncorrelated and normally distributed. To determine the existence of heteroscedasticity, will be shown from *scatter plot.* From the table 4.24, it shown that the data are normally distributed, the points spread each other and not made a pattern. Which mean there is no heteroscedasticity problem. It is eligible to be used to predict the operation performance based on the independent variables.

Scatterplot

Dependent Variable: y
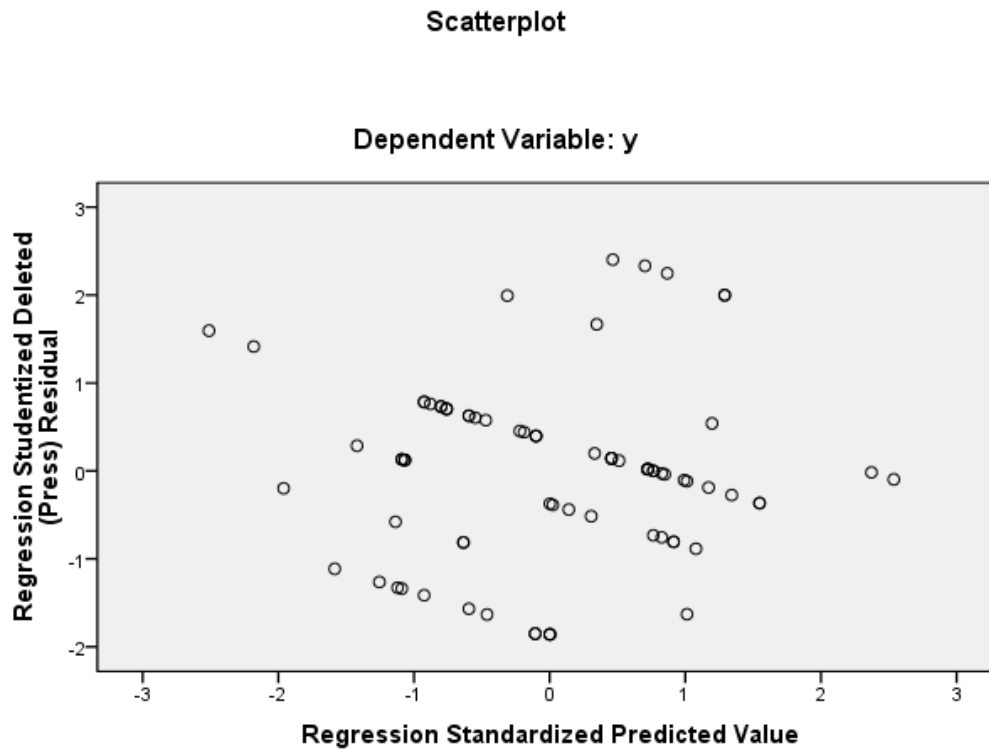
Table 4.38. Heteroscedasticity

(Source: Spss 16.0)

4.3.4 Regression Model Result

Coefficient of Correlation (R) and Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change	R Square Change	F Change	df1	df2
1	.422(a)	.178	.156	.46209	.178	8.329	2	77	.001

a Predictors: (Constant), VAR00002, VAR00001

Table 4.39. Model Summary

(Source: SPSS (16.0)

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From table 4.40, the coefficient of correlation (R) of the regression model is .422, which mean there is a relationship of advertising and public relation toward customer loyalty.

The coefficient of determination (R^2) is .178, which means only 17.8% variability in the dependent customer loyalty can be explained by the variability of Advertisement and Public Relation. The rest can be explained and caused by other variable (factors). The adjusted R^2 is .156 (smaller than R^2) with 0.46209 standart error of estimate.

4.3.4 F-test

F- test is calculated in order to find out whether all the independent variables do have relationship to the dependent variables, F-test was done:

Ho:$\beta = 0$: There is no significants influence from all independent variables to dependent variable simultaneously

Ha:$\beta \neq 0$: there is significant influence from all independent variables to dependent variable simultaneously

If the significant value ≤ 0.05, Ho is rejected: if the significant value > 0.05, Ho is accepted

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.557	2	1.778	8.329	.001[a]
	Residual	16.442	77	.214		
	Total	19.999	79			

a. Predictors: (Constant), x2, X1

b. Dependent Variable: y

Table 4.40. ANOVA

(Source: Spss 16.0)

From the table 4.40 above, it shows that the significance is .001 less than 0.05, which means Ho is rejected so overall the independent variables: Advertisement (X1), and Public Relations (X2) have a significant influences on customer's brand awareness.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Toyota Sales Operation as we known as Auto2000 had spent billions of rupiah for advertisement expense. The recent campaign of Auto2000 is "Life is Easy with Auto2000" which explains twelve reasons why choosing Auto2000. Seeing to that fact, researcher would like to identify the significance of the campaign as company's promotion activities specifically in advertisement and public relations activities, and its effect toward customer's brand awareness by using questionnaire given to the customers of Auto2000, so the company can improve their promotion strategy.

To achieve above objective, the following needs to be identified.

How "Life is Easy with Auto2000" significantly increase the brand awareness of the customer?

The results that are elaborated in Chapter IV have clearly explained above points. Based on the conducted research, it can be concluded that advertising and public relations do have quite significance influence toward customer's brand awareness. This is clearly seen from the responses. Advertising resulted in 51% "agree", 47% Neutral, 2% "disagree". Public Relations resulted in 24% "agree", 55% "Neutral", and 21% "disagree". Brand Awareness resulted in 75% "agree"and 25% "disagree". This is also clearly depicted from the result coming from multiple regression analysis that shown how significane is avertising and public relation in influencing customer's brand awareness—proven through the calculated value of F Test 8.329.

5.2. Recommendations

Based on the research results, there are some lists of recommendation that would improve the quality of the research as well as the understanding of the topics being discussed in this research. The recommendation is divided into two parts, first is researcher recommendations toward Toyota as company who launched "Life is Easy" campaign. The second part is the recommendation given for future research.

1. It will be very good for the company of doing promotion such "Life is easy" campaign seeing to the research result which has shown that mentioned campaign has contributed positive significance impact upon customer's brand awareness.

2. In this research, researcher is focusing on identifying significance influence of advertising and public relation toward customer's brand awareness through "Life is Easy" Campaign. For future research, it will be very beneficial if there is more in depth observation toward other similar types of campaign and observation toward other variables affecting customer's brand awareness besides mentioned variables—advertisement and public relations.

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LIST OF APPENDICES