

**PENGARUH *BRAND AWARENESS* DAN *BRAND IMAGE* TERHADAP  
PENGAMBILAN KEPUTUSAN PEMILIHAN PROGRAM MANAJEMEN  
PERHOTELAN DI UNIVERSITAS KRISTEN PETRA, SURABAYA**

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Abstrak – Pengaruh *Brand Awareness* Dan *Brand Image* Terhadap Pengambilan Keputusan Pemilihan Program Manajemen Perhotelan di Universitas Kristen Petra, Surabaya

Penelitian ini bertujuan untuk mengetahui pengaruh *brand awareness* dan *brand image* Manajemen Perhotelan Universitas Kristen Petra terhadap pengambilan keputusan pemilihan jurusan Manajemen Perhotelan di Universitas Kristen Petra. Penelitian ini melibatkan 350 siswa SMA pilihan di Surabaya. Jenis penelitian yang digunakan adalah deskriptif kuantitatif. Teknik pengolahan data dalam penelitian ini menggunakan SEM - *partial least square*. Hasil dari penelitian ini menunjukkan bahwa adanya hubungan yang positif dan signifikan antara *brand awareness* terhadap *brand image* Program Manajemen Perhotelan di Universitas Kristen Petra. Sama halnya dengan *brand awareness* terhadap *purchase decision* dan *brand image* terhadap *purchase decision*. Pengaruh tidak langsung *brand awareness* terhadap *purchase decision* melalui *brand image* lebih kecil dibandingkan dengan pengaruh langsungnya.

Kata Kunci:

Kesadaran Merek, Citra Merek, dan Pengambilan Keputusan

Abstract – The Influence of Brand Awareness and Brand Image on Purchase Decision in Choosing Hotel Management Program of Petra Christian University, Surabaya

This study aims to find out the influence of brand awareness and brand image of hotel management of Petra Christian University on purchase decision in choosing hotel management of Petra Christian University. The study involved 350 selected high school students in Surabaya. This research using descriptive qualitative method. Data processing techniques in this study was SEM - partial least square. The results showed that brand awareness was affecting brand image positively and significantly in Hotel Management of Petra Christian University. Similarly, it happened to brand awareness on purchase decision and brand image on purchase decision as well. At the other side, brand awareness was more effecting to purchase decision directly than inderectly through brand image.

Keywords:

Brand awareness, Brand Image, and Purchase Decision

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