

“Effect of Product Placement and Brand Awareness in Electronic Cinema (Sinetron) on Prime Time Show on Indonesian Private Television Channels on The Customer Purchase Intention (Case Study of Consumers at Bengkalis District)”

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ABSTRACT

This study aims to find the effect product placement and brand awareness purchase intention of the Bengkalis community true electronic cinema during prime time on Indonesian private television channels. The variables used consist of two independent variables and one dependent variable. The type of the data is primary data and secondary data obtained from questionnaires and literature study. This study uses quantitative methods, data collection techniques are carried out by distributing online with a sample of 100 respondents watch electronic cinema during prime time of Indonesian private television channels of the Bengkalis community. The sampling technique used non-probability sampling method, data analysis use associative descriptive statistics with multiple linear regression, while data processing used SPSS version 25 program. The results showed that partially and simultaneously variables product placement and brand awareness had a positive and significant effect on purchase intention.

Keywords : *Product placement, Brand Awareness, and Purcahse Intention*