

## **ABSTRACT**

*The purpose of this research is to test the influences of advertisement attractiveness, and product attractiveness on brand awareness to impact decision to be a customer. Using these variables, the usage of these variables are able to solve the arising problem within customers Bank BJB Tegal branches. Statement of this problem is how increase decision to be a customer?.*

*The samples size of this research is 160 customers Bank **bjb** Cabang Tegal. Using the Structural Equation Modeling (SEM). The results show that advertisement attractiveness, and product attractiveness on brand awareness to impact decision to be a customer.*

*The effect of advertisement attractiveness on brand awareness are significant; The effect product attractiveness on brand awareness are significant; The effect of advertisement attractiveness on decision to be a customer are significant; The effect product attractiveness on decision to be a customer are significant; and The effect brand awareness on decision to be a customer are significant.*

*Keywords: advertisement attractiveness, product attractiveness, brand awareness and decision to be a customer.*