

ABSTRACT

Chocolate is a term for the processed food or drink from cocoa beans. There are so many chocolate brands that can be found in both foreign and domestic production market. One of the most popular brands is SilverQueen. With the many brands in the market, SilverQueen need to analyze marketing strategy it est advertising and sales promotion.

The purpose of this study to analyze Advertising and Sales Promotion on Brand Awareness and the impact on Purchase Decision. The population of the study was all consumers who had ever done purchase transaction on SilverQueen product in Diponegoro University. The sample in this study were 100 respondents. The method of of collecting data through questionnaires. This study uses analytical techniques of Structural Equation Modeling (SEM) with AMOS 24.0 as the analysis instrument.

The result of this study that the Advertising, Sales Promotion, Brand Awareness has a positive and significant effect on Purchase Decision.

Keywords: Advertising, Sales Promotion, Brand Awareness, Purchase Decision.