

ABSTRACT

This study aims to examine and analyze the effect of the effectiveness of advertising and word of mouth on brand awareness, then examine and analyze the effect of brand awareness and customer value on purchase intention of the Marina hand and body lotion product.

The sample in this study were 200 respondents that came from the people in the city of Semarang which recognize Marina hand and body lotion products. The method used is purposive sampling. Analyzer used in this study is Structural Equation Modeling (SEM) which is operated through a program AMOS 20.0

The result showed that the effectiveness of advertising and word of mouth has positive and significant effect on brand awareness. Then, brand awareness and customer value has positive and significant effect on purchase intention.

Keywords: Effectiveness of Advertising, Word of Mouth, Customer Value, Brand Awareness, Purchase Intention.