

ABSTRACT

In this globalization era, business competition is very tight. It does not only apply global business. But it is also feel on business competition in Indonesia. This applies to all areas of business, including in the field of culinary business. The businessman in this area each competing to become the market leader, as is done by management Waroeng Steak & Shake Restaurant. Now, Waroeng Steak & Shake tried to create a good image for their company , so that way will create brand awareness in the minds of consumers.

This study has purpose to analyze the effect of product price factor, the effect of community, quality of product and brands awareness to brand attitude in Waroeng Steak & Shake Restoran. Respondents involved in this study as many as 113 people, the study used purposive sampling method's. The data collection is done by spreading the quessionaire and analysis method's are perform by multiply linier regression using SPSS software

From the regression test, the results showed that the variable price of the product, the effects of community and quality of products has positive and significant impact of brand awareness and that will increase the brand attitude in Waroeng Steak & Shake. Variable quality of products is the most influential variable on brand awareness

Keyworwd : price of product, community effect, quality product, brand awareness, and brand attitude