

ABSTRACT

This study was conducted to analyze the factors that influence awareness on a private label product distributions Public Work. Many brands of t-shirt made into a tight competition. A company needs to create product that appeal consumers, so consumers would choose the product manufactured by the company. The problems of this research is the lack of knowledge of consumers toward products that decrease in product sale Public Work. Independent variable in this research consists of Perceived Quality (X1), Availability Product (X2), and Product Knowledge (X3) and variable dependent is Brand Awareness (Y).

The sample of 100 respondents were taken using purposive sampling technique . Analysis using the SPSS 16.0 includes , reliability test , validity test , the classic assumption test , multiple regression analysis , hypothesis testing via the F test and t test , and analysis of the coefficient of determination (R²) . Obtained from the analysis of the regression equation :

$$Y = 0,469 X_1 + 0,126 X_2 + 0,490 X_3$$

Product Knowledge showed the greatest regression coefficient . Product Knowledge is the most important factor that affects brand awareness on Public Work. The second important factor is the Perceived Quality and Availability Product as the third factor that affects the brand awareness on Public Work. The coefficient of determination (adjusted R²) of 0.726 , or 72,6 percent of the coefficient of determination means the model is good enough . All three independent variables in this study can explain 72,6 percent of the variable brand awareness . While the remaining 27,4 percent is explained by other variables outside of the three variables used in this study .

Keywords : Perceived Quality, Availability Product, Product Knowledge, Brand Awareness