

ABSTRACT

Evan Dwi Saputra. 2015, Thesis. Title: " Integrated Marketing Communications Influence Against brand image (brand image) of Ramayana Mal Sidoarjo.

Supervisor : Irmayanti Hasan. ST., MM

Keywords : Integrated Marketing Communications, Brand Image

This study examined and analyzed the effect of integrated marketing communications to the brand image (brand image) of Mal Ramayana Sidoarjo. The data used in this study was obtained from questionnaires. The sample was consumers from Mall Ramayana Sidoarjo, namely stand.tenants This study used a quantitative approach. Determination of the sample was based on the technique of "purposive sampling" which samples purpose was not based on strata, random or region but based on their specific purpose. (Arikunto, 2006: 139) Analysis of the data used in this research was the method of multiple linear regression analysis.

The results showed that, integrated marketing communication variables simultaneously affected the brand image. It can be seen from the $F_{count} > F_{table}$ at $7.867 > 2.31$ with a significance of $0.000 < 0.05$ The results demonstrated that integrated marketing communication variables included advertising variables (X1), sales promotion (X2), public relations (X3), sales of individual (X4), and direct marketing (X5) simultaneously (simultaneously) a significant effect on brand image (brand image) of Mal Ramayana Sidoarjo. So it can be expressed H_0 was rejected and H_a was accepted.

But in partial, integrated marketing communications was only one variable that does not significantly influence of individual sales variable to the brand image (brand image) of Mal Ramayana Sidoarjo. Based on t test for the individual sale variable (X4) showed that t was smaller than t table ($-0.139 < 2.31$) or t significance was greater than 5% ($0.890 > 0.05$), then the partial sale of individual variable (X4) had no significant effect on the variable of brand image (brand image) (Y). Then the most dominant variable that influenced on brand image of Mal Ramayana Sidoarjo was a variable direct marketing (X5), namely 18.1%