

**INFLUENCE OF RADIO ADVERTISEMENT  
CHARACTERISTICS ON BRAND AWARENESS OF  
ADVERTISED PRODUCTS WITH AUDIENCES VIEW ON  
ADVERTISEMENT AS MEDIATING VARIABLE**

**THESIS**

This thesis is submitted as part of the requirement for a bachelor degree in  
Management Department- Faculty of Economics



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## Influence of Radio Advertisement Characteristics on Brand Awareness of Advertised Products With Audiences View on Advertisement As Mediating Variable

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### ABSTRACT

the research is aimed to investigate influence of radio advertisement characteristics on brand awareness of advertised products with audience view on advertisement as mediating variable. The population in this research are people in Padang who listen to the radio in one month ago. Total sample of this research is 430 respondents and distributed through the questionnaire. The sampling technique of this research is non-probability sampling with purposive sampling method. The data was processed by using Ms.Excel, SPSS 17.0 and SmartPLS 3.0. the result of this research is showed that radio advertisement characteristics and brand awareness has significant influence on audiences view on advertisement.

**Keywords:** *Radio Advertisement Characteristics, Brand Awareness, Audiences View on Advertisement*

This thesis already examine and passed on January, 9th 2020. This abstract already approved by supervisor and examiners

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