An Analysis of Advertising Awareness and Perception Toward Bank "X"’s Advertising
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The purpose of this study was to analyze advertising awareness and perception between customers and competitors toward Bank “X”’s advertising. This study used raw data of Customer Value Index that collected from 1675 respondent by independent consulting on January – February 2002. This study was restricted only at evaluation toward advertising and media habit questioner at funding’s customers, and not analysis effectiveness of advertising. Cross tabulation, Chi – Square, Likert Scale, Median, Analysis of Varians (ANOVA) and K-Means Cluster were used to analysis the data with descriptive method. The results of the study showed that television have largest advertising awareness, followed by newspaper/magazine, billboard and radio. Customers have advertising awareness more larger than competitors. Differentiation of advertising awareness between customers and competitors significantly at billboard and television but not at radio and newspaper/magazine. Perception toward Bank “X”’s advertising at television of all respondent also between customers and competitors showed same perception. But if the perception were devided with two clusters, there are two extrem perception, the first cluster perceive Bank “X”’s advertising was not very funny and unique and the second cluster perceive Bank “X”’s advertising was very funny and unique. Implications this study toward management: (1) evaluating advertising awareness at radio, (2) national and local newspaper have to be considered to advertising, (3) billboard is relative suitable at big cities, but may be not suitable to target Older Basic Bankers and Young Lower (4) although television is the most favorite media for advertising but choosing time, event and content of message should consider gender, age, expenditure per month, and marriage status (5) increasing advertising content so that become more funny and unique. Suggestions to management in order to increase radio’s advertising expenditure, advertising message should not only make perception that trusted banking, safety and owned by government but bank with service excellent.