ABSTRACT

Effectiveness of Television Advertisement Analysis for Motorcycle
(Study for Yamaha Brand)

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The objectives of this study were to analyze level of Yamaha awareness, consumer attitude toward Yamaha, and effectiveness of Yamaha motorcycle advertisement on Television. Other objective the effect of consumer decision making relation to purchase, and formulating advertisement promotion strategy for Yamaha to improve the effectiveness of TV advertisement.

Data were collected from three cities (Jakarta, Bogor, and Bekasi) which included 200 respondents. Data were analyzed using correspondent analysis, Customer Response Index (CRI) and Consumer Decision Model (CDM).

The results of this study showed that awareness for Yamaha, Honda and Suzuki advertisement were better. The CRI of Yamaha’s customer is 62.9 percent, which means effective and needs 27.1 percent opportunity to improve the effectiveness of advertisements. On the other side CRI for non Yamaha’s customer is 26.7 percent, which means uneffective and needs 73.3 percent effort to increase the effectiveness of advertisements. Based on Consumer Decision Model (CDM) results, brand recognition (B) can strengthen the influence of finding information (F) to customer attitude (A), customer confidence (C) and intention (I). Based on factor analysis all statement in CDM (30 questions) can be reduced become seven factors namely: product, advertisement, after sales service, motorcycle model, daily cost, brand and credibility.