

## ABSTRAK

### PENGARUH KOMUNIKASI *WORD OF MOUTH* TERHADAP *BRAND AWARENESS* APARTEMEN LRT CITY TEBET

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Penelitian dilakukan karena peneliti mendapatkan data bahwa dalam beberapa tahun terakhir bisnis properti khususnya apartemen dan hunian di Jakarta sedang mengalami fase *low-session*, termasuk dampak yang ditimbulkan oleh pandemi covid-19 yang melanda Indonesia. Pada umumnya sektor properti mengalami dampak yang cukup signifikan, termasuk juga Apartemen LRT City Tebet. Untuk menghadapi dampak tersebut, banyak perusahaan dipaksa cepat beradaptasi dan memiliki opsi atau pilihan jalan untuk tetap *survive*. Penelitian ini menggunakan teori *marketing communication* yang berfokus pada komunikasi *word of mouth* sebagai stimuli dalam pembentukan kesadaran merek. Penelitian ini bertujuan untuk mengukur seberapa besar pengaruh komunikasi *word of mouth* terhadap kesadaran merek atau brand yang menjadi tahap awal dalam proses perubahan sikap konsumen. Indikator *komunikasi word of mouth* yang digunakan adalah *talkers, topics, tools, volume* dan *dispersion*. Sedangkan indikator *brand awareness* yang digunakan adalah *recall, recognition, purchase*, dan *consumption*. Penelitian ini memperoleh data primer dari 74 responden yang merupakan konsumen apartemen LRT City. Teknik penarikan sampel dilakukan dengan teknik *non probability sampling*, yaitu *purposive sampling*. Teknik analisis data menggunakan uji koefisien korelasi dan analisis regresi sederhana. Hasil penelitian menunjukkan bahwa terdapat pengaruh pada komunikasi *word of mouth* terhadap *brand awareness* Apartemen LRT City Tebet. Pada nilai *R Square* uji regresi menunjukkan angka 47,7 %, yang artinya komunikasi *word of mouth* mempengaruhi sebesar 47,7% *brand awareness* Apartemen LRT City Tebet. Serta pada koefisien korelasi menunjukkan angka 0,69 yang berarti komunikasi *word of mouth* memiliki hubungan positif yang mantap terhadap *brand awareness* Apartemen LRT City Tebet. Serta persamaan regresi nya sebesar 0,334.

Kata Kunci : *Brand Awareness, Marketing Communication, Word of mouth, Property.*

## ABSTRACT

### A WORD OF MOUTH AFFECTS THE BRAND AWARENESS OF LRT CITY TEBET APARTMENTS

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Research is provided because researchers have learned that in recent years the housing business in Jakarta was experiencing a phase of low-season, including the effects of the covid-19 pandemic that hit Indonesia. Most of the property sector has significant impact, including the apartment LRT city tebet. To cope with such effects, many companies are forced to adapt quickly and have options or paths to survive. The study used a communication marketing theory that focused on word of mouth communication as a stimuly in the development of brand consciousness. The aim of the study was to measure how much word of mouth can affect brand or brand consciousness that is at the beginning of the changing consumer attitude. Word of mouth communication indicator used is talkers, topics, tools, volume and dispersion. Whereas the brand awareness indicator used is recall, recognition, purchase, and consumption. The study obtained primary data from 74 respondents who are the consumer of LRT city apartments. Sample withdrawal techniques are made by nonprobability sampling, which is an impressive sampling. Data analysis techniques using simple correlation coefficient tests and regression analysis. Research indicates that a word of mouth affects the brand awareness of the LRT city tebet apartment. At r square test shows the number 47.7 %, which means word of mouth affects the 47.7% brand awareness of LRT city tebet apartments. And coefficient correlation shows the number 0.69 which means word of mouth has a stable positive relationship to the LRT city tebet brand awareness apartment. And regression equation of 0.334.

Keyword : *Brand Awareness, Marketing Communication, Word of mouth, Property.*