

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *communication source* terhadap *purchase intention* merek Telkomsel melalui *consumer mindset* di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 16.0 *for Windows* dan Amos Graphics 20 *for Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 200 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara online.

Hasil penelitian ini menunjukkan adanya pengaruh positif *advertising* terhadap *brand awareness* dan *advertising* terhadap *functional brand image*, tetapi tidak untuk *advertising* terhadap *hedonic brand image*. Selanjutnya *firm-created* memiliki pengaruh negatif terhadap *brand awareness*, *functional brand image*, dan *hedonic brand image*. Selanjutnya *user-generated* memiliki pengaruh positif terhadap *brand awareness*, *functional brand image*, dan *hedonic brand image*. Lalu *brand awareness* menunjukkan adanya pengaruh negatif terhadap *brand attitude*. Hal berbeda ditunjukkan oleh adanya pengaruh positif *functional brand image* terhadap *brand attitude*. Pengaruh negatif juga ditunjukkan oleh *hedonic brand image* terhadap *brand attitude*. Kemudian *brand attitude* menunjukkan adanya pengaruh positif terhadap *purchase intention*.

Kata kunci: *Advertising*; *Firm-created*; *User-generated*; *Brand Awareness*; *Functional Brand Image*.

## ABSTRACT

*This research was purposed to know and analyze the influence of communication source toward purchase intention on brand Telkomsel through consumer mindset in Surabaya.*

*Data processing was conducted using SPSS 16.0 for Windows and Amos Graphics 20 for Windows. The sampling technique that used is non probability sampling with purposive sampling type. 200 respondents who qualify the specified characteristics of the population were the total of sample used in this research which distributed in online questionare.*

*The result of this research showed that there was a positive influence between advertising on brand awareness, and advertising on functional brand image, but not for the relationship between advertising on hedonic brand image. Following firm-created has negative influence toward brand awareness, functional brand image, and hedonic brand image. Following user-generated has a positive influence toward brand awareness, functional brand image, hedonic brand image. Other result showed that Brand awaraness has a negative influence on brand atitude. On the other hand, functional brand image has a positive influence on brand attitude. The negative influence also showed by the relationship between hedonic brand image on brand attitude. Last, brand attitude showed the positive influence on purchase intention.*

*Keywords: Advertising; Firm-created; User-generated; Brand Awareness; Functional Brand Image.*