

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS, PROMOTION, AND PRODUCT KNOWLEDGE ON THE INTENTION TO USE ICONNET IN BANDAR LAMPUNG

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This study aimed to examine the influence of brand awareness, promotion, and product knowledge on the intention to use ICONNET in Bandar Lampung. The population of the study consisted of internet users in Bandar Lampung, and a total of 100 respondents were selected as the sample. The research applied a causal associative design with a quantitative approach. Data were collected through an online questionnaire. The analysis was conducted using multiple linear regression. The results showed that brand awareness did not have a significant effect on the intention to use ICONNET. However, both promotion and product knowledge had a significant partial effect on the intention to use ICONNET in Bandar Lampung.

Keywords: Brand Awareness, Promotion, Product Knowledge, Usage Intention

