

ABSTRACT

This research aims to determine promotion mix of SMB Telkom University consisting of advertising, sales promotion, publicity, personal selling, and direct marketing, which have partial effect or simultaneous effect to brand awareness prospective of students in Bandung. The method used is quantitative with multiple linear regression analysis. The theory that is basically used in this research is Promotion Mix. The population in this research are students in Bandung who will continue studies into college with a total sample of 100 respondents. The sampling technique is proportionate stratified random sampling. This research uses multiple linear regression analysis and hypothesis testing (t statistical test, F statistical test, and the coefficient of determination) by using SPSS for Windows 22.

The results of this research are the partial effect of each dimension on promotion mix of SMB Telkom University variable to fulfillment of brand awareness of students in Bandung are advertising has 13,91% effect, sales promotion has 3,83% effect, publicity has 15,01% effect, personal selling has 9,07%, and direct marketing has 2,43%. And then simultaneous effect obtained by the determination coefficient namely 0.443. So that, promotion mix of SMB Telkom University effect of 44,3% on brand awareness of students who will continue studies into college, while the remaining 55,7% are influenced by other things outside of the research.

The conclusion of this research is promotion mix of SMB Telkom University variable and brand awareness of students in Bandung in the good category. It is showed that there was significant influence between the variable promotion mix toward brand awareness.

Keywords: *Promotion Mix, Brand Awareness, SMB Telkom University*