

## **ABSTRACT**

*The dynamics of increasingly difficult business competition, makes companies try to carry out attractive marketing strategies so that their products can reach consumers. This is especially true for companies in the beverage industry, which are experiencing rapid development, seen from the number of drinks with new brands. Pocari Sweat is the first isotonic drink product in Indonesia, in order to remain known by the public. Pocari Sweat makes various marketing, one of which is by doing advertisements.*

*The purpose of this study was to determine the effect of advertising on purchasing decisions through brand awareness. This study uses a path analysis method that is quantitative in nature with sampling using a non probability sampling technique of accidental sampling as many as 100 respondents. Based on the results of the analysis, it shows that advertising variable has a significant effect on brand awareness, that advertising variable has a significant effect on purchase decisions, the brand awareness variable has significant effect on purchase decisions, and the advertising variable has a significant effect on purchase decisions through brand awareness.*

**Keywords :** *Advertising, Brand Awareness, Purchase Decision*