

CONSUMER ATTITUDES TO BRAND MIE SEDAAP STUDY ON RURAL COMMUNITY PETUNG, SUBDISTRICT CURAHDAMI BONDOWOSO

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ABSTRACT

Attitudes on advertising, experiential marketing and brand awareness is an important factor in marketing, which is closely related to the attitude of the brand. Preliminary data indicate that there is likely fluctuations research product sales Mie Sedaap. Then the thought of how to maintain the number of sales Mie Sedaap. The focus of this research is the influence of attitude on advertising and experiential marketing to brand awareness and attitudes of the mark consists of four variables: attitude on advertising (X1), experiential marketing (X2) and brand awareness (Z) against the attitude of the brand (Y).

The purpose of this study was to determine the effect on attitudes toward advertising and experiential marketing brand awareness and its impact on brand attitude Mie Sedaap. This research is a quantitative research survey. With a sample of 141 respondents. The test instrument using validity and reliability, while the type of data used are primary and secondary data. The analysis technique used is the technique of path analysis.

From the analysis by using path analysis, obtained by the calculation results show that the attitude variable on ads significant effect on brand awareness to the value of beta (β) 0.195 and the value of t-count of 1,999 with a value of p -value of 0.048, experiential marketing have a significant effect to the awareness of the brand with a value of beta (β) of 0.337 and the value of t-count of 3,459 with a value of p -value of 0.001, the attitude of advertising a significant effect on the attitude of the brand with a value of beta (β) of

0.231 and t-value calculated at 3.240 with the value of p -value of 0.002, experiential marketing significant effect on the attitude of the brand with a value of beta (β) of 0.485 and a t-test value of 6.612 to the value of p -value of 0.0010 brand awareness significantly influence the attitude of the brand values beta (β) of 0.204 and the value of t-count of 3,327 with a value of p -value of 0.001. Attitudes on advertising and experiential marketing influence on the attitude of the brand through brand awareness with their indirect influence value is smaller than its direct effect. With great influence of independent variables on the dependent variable in this study was 80% and the remaining 20% is explained by other variables not proposed in this study.

Keywords: attitudes on advertising, experiential marketing, brand awareness and attitude of the brand.

INTRODUCTION

In the era of information technology advances today, it is easy for businesses to further promote its products through promotional programs. There are so many promotional programs that can be run by the marketers. But that is considered the most effective promotion is advertising. Advertising can be done either through the print and visual media, with the advancement of technology today, people from urban areas to rural areas can enjoy the advertising messages to be conveyed marketers. Through this visual impressions marketers will try to attract consumers to try the advertised products, especially products with reasonable price society (Wartiningsih and Herath, 2005).

Competitive conditions in the economy at the moment is quite rigorous and complex. Each company is required to always know and understand what is happening in the market and what is the desire to consumers, as well as the changes that have to compete with the competitors. Companies that are not able to mengan-cumulated competition will be crushed and will eventually collapse defeated by competitors. Changes here are related to how companies innovate to answer what the consumer desires, competition with other competitors, as well as changes in the marketplace. Change evaluation and beliefs will affect positively the attitudes, ie, the greater the evaluation or consumer confidence, the greater the attitude of consumers to behave (Albari and Liriswati, 2004).

Brand attitude is said to get a positive value if the brand is preferred, more memorable brand, and the brand is preferred over competitor brands (Till and Baack, 2005). Attitude toward the brand (brand attitude), the most abstract component of the brand association is defined as an overall evaluation of the brand made by consumers to the brand. Brand attitudes can be formed of beliefs about the intrinsic attributes of a brand and also functional benefits as well as the accompanying experience (Keller et al, 1993).

In addition to the attitude of the brand, advertising can also be one's opinion on the convenience / ketidaknya-manan received by a person on the ad and also an overall attitude of consumers towards advertising (Grewal, 1998). Attitudes toward advertising is defined as the tendency of consumers to respond in a way that is favorable or unfavorable, positive, or negative affect on overall advertising (Mackenzie & Lutz, 1989).

The approach in marketing to increase consumer awareness of the mark is Experiential marketing. This approach is considered very effective because it is in line with the changing times and technology, marketers emphasize product differentiation to differentiate the products with the products of competitors. With the experiential marketing, the customer will be able to differentiate their products and services with one another because they can feel and experience themselves directly through five approaches (sense, feel, think, act and relate), both before and when they consume a product or service , (Andreani, 2007) Experiential marketing is a business that used by a company or marketer to package products so as to offer the experience of emotions to touch the hearts and minds of consumers (Schmitt, 1999).

While it is an important aspect in marketing in order to increase consumer awareness on brand adalah brand awareness which is a form of information in the memory in the first place. A point memory brand awareness is essential before brand association can be formed. When consumers have less time to consumption, proximity to the brand name will be enough to determine pembelian (Pitta & Katsanis 1995). In this context, the starting point of the creation of awareness of the existence of the product (brand awareness) is a result of treatment with a

structured issue (Andrian D, 2002). According to (Rossiter and Percy, 1987) concept of brand awareness is the ability of buyers to identify (recognize or recall) a brand that is enough detail to make a purchase. Brand awareness is the first step for any consumer of any product or new brand offered through advertising.

The only brand in mind. This situation occurs when the majority of customers can only mention a brand name when asked to name the brands that he had known in a particular product class (Tjiptono & Diana, 2000). Brand awareness is shaped by several factors, such as the presence of advertising and word of mouth (Hoyer & Brown, 1990). Brand awareness has an effect on consumer choice. Marketing theory and the results of similar studies above are research gap with the results of research conducted by (Jatmiko et al, 2012); (Rahman et al, 2001) in (Santoso, 2010)

Based on the theory of marketing, the results of research that supports and Research Gap. So in this study will analyze the marketing research object of instant noodle products such as Mie Sedaap. Referring to Research that has been published by TBI in 2012. (www.frontier.co.id) and Kantar Worldpanel in 2013 (liputan6.com; Metrotvnews.com; portalpolitik.com) marketing research company for product FMCG (fast moving consumer goods).

Seeing the results of tracking surveys Top Brand Graph 1.1, although Indomie continued to occupy the first position as a brand popular, value Indexnya had dropped in 2004 to 2007, while the Top Brand Index Mie Sedaap increased in that year (Mie Sedaap launched in 2003), and finished second defeat supermi brand position. Further thematic advertising strategy that carried Indomie felt able to increase the sense of pride of consumers, which is part of the community Indomie Indonesia from Sabang to Merauke. Top Brand Index Indomie in 2008 to 2011 back ride while Mie Sedaap tends to fall. In recent years Indomie strategy reinforced by increasing consumer involvement with the campaign "It's My Story, A Story" is not only communicated in conventional media but also the talk of the digital media such as social media.

However, Kantar Worldpanel Research results in 2013, the company marketing research for products FMCG (fast moving consumer goods) has just released the results of research on products purchased at most Indonesian people. In research titled Kantar Worldpanel's Brand Footprint Ranking, looks mostly consumer shopping cart Indonesia must contain instant noodles, instant coffee, and biscuits.

Mie Sedaap recorded as instant noodle products purchased at most Indonesian people, get rid of Indomie which is in the second position. Within a year, the Indonesia bought 54 times Mie Sedaap, while Indomie only 43 times.

Masako branded food flavoring is ranked third Royco beat competitors who are in fifth position. Coffee Ship Fire is ranked sixth with a frequency of 26 times a year of purchase. Frisian Flag artificial milk is ranked 7th.

Rome became a brand of biscuits biscuit category indicating data sensional for rank 8th.

Because the average consumer Indonesia has 17 different variants of the brand biscuits, instant noodles while only 6 different brands, and coffee 7 different brands. Here below are 10 global FMCG brand in Indonesia by Kantar Worldpanel's Brand Footprint Ranking.

Based ResearchTBI 2012 and Kantar Worldpanel in 2013, the company marketing research for products FMCG (fast moving consumer goods) as well as supporting data grafik TBI and Brand Footprint Ranking, the researchers focused research object in Mie Sedaap conducted in the village of Petung District of Curahdami the regency for it is assumed, people tend to be more sensitive to changes in advertising or for new products. Thus, in this study found the phenomenon of business rivalry between Mie Sedaap and Indome, likely fluctuations which occur Mie Sedaap product sales. Then the thought of how to maintain the number of sales Mie Sedaap.

Based on the research gap and the above phenomenon with the backed up data ResearchTBI. Kantar Worldpanel in 2012 and, by 2013, the formulation of the problem is: How to improve the awareness of consumers so as to create consumer attitudes toward the brand through the attitude of the advertising and experiential marketing to maintain and increase sales volumes. The research question that will appear is as follows: 1. consumer attitudes on advertising effect on brand awareness? 2. experiential marketing effect on brand awareness? 3. Is the consumer attitudes on advertising effect on consumer attitudes to the brand? 4. Do experiential marketing influence on consumer attitudes to the brand? 5. Is the brand awareness effect on consumer attitudes to the brand? 6. Does the consumer attitudes on advertising and experiential marketing effect on consumer attitudes to the brand through brand awareness.? Referring to the formulation of the problem, so the research objectives to be achieved are: 1. To analyze the effect of advertising on consumer attitudes towards brand awareness. 2. Analyzing the influence of experiential marketing to brand awareness. 3. Analyze the influence of consumer attitudes on advertising on consumer attitudes to the brand. 4. Analyze the influence of experiential marketing on consumer attitudes to the brand. 5. analyze the effect of brand awareness on consumer attitudes to the brand. 6. Analyze the influence of consumer attitudes on advertising and experiential marketing on consumer attitudes to the brand through brand awareness.

LITERATURE REVIEW

Attitude Factors In Consumer Behavior Consumer understanding.

Understanding Consumers according to (Kotler, 2000) in his book Principles Of Marketing are all individuals and households who buy or acquire goods or services for personal consumption.

Definition of Consumer Attitudes.

According to the (Gordon Allpor, 1945); in (Hartono Sastro Wijoyo, 2005), Learning Attitude is the tendency to respond to an object either liked or disliked consistently. Characteristics attitude among others: 1. Attitudes have an object. 2. Consistency attitude. 3. Intensity attitude. 4. Resistance attitude. 5. Persistence attitude. 6. Confidence attitude. 7. Attitudes and circumstances.

Consumer Attitudes to the Mark

Brand attitude is said to get a positive value if the brand is preferred, more memorable brand, and the brand is preferred over competitor brands (Till and Baack, 2005). Attitude toward the brand (brand attitude), the most abstract component of the brand association is defined as an overall evaluation of the brand made by consumers to the brand. Brand attitude of trust can be formed on the intrinsic attributes of a brand and also functional benefits as well as the accompanying experience (Keller et al, 1993).

According to (Till and Baack, 2005) attitude toward the brand can be measured through the following indicators: 1. Brand in mind. 2. Brand preferred. 3. Brand selected.

According to (Howard, 1994 in Durianto 2004), consumer attitudes towards brands may arise after getting to know the brand or directly hear advertising messages (information) submitted producers.

Consumer Attitudes on rent

Consumer attitudes on advertising a show of owned consumer and overall attitude towards the format of the ads displayed. Which is included in the attitude of this ad is the opinion of someone on the comfort / discomfort received by a person on the ad and also an overall attitude of consumers towards advertising (Grewal, 1998). Attitudes toward advertising is

defined as the tendency of consumers to respond in a way that is favorable or unfavorable, positive, or negative affect on overall advertising (Mackenzie & Lutz, 1989).

According to (Lefa Teng, Michel Laroche, Huang Hui Zhu, 2007) attitudes toward advertising can be measured through indicators as follows: 1. Informative (informative). 2. Entertaining (entertaining). 3. Can adjust the (societal). 4. Economic (economic).

Experiential Marketing

Experiential Marketing is derived from two words and Experiential Marketing. While Experiential itself comes from the word experience means an experience. Definition experience according to (Schmitt, 1999): "Experiences are private events that occur in response to some stimulation (eg as provided by marketing Efforts before and after purchase)" which means the experience of the events personally that occur due to certain stimuli (for example provided by the marketers before and after the purchase of goods or services).

Schmitt (quoted from Andreani, 2009) provides an alternative framework that consists of two elements, namely strategic experience modules consisting of several types of experience and experience producers are agents that can deliver this experience. strategic experience modules consist of five types, namely: sense, feel, think, act and relate.

Brand awareness (brand awareness)

Brand awareness involves a process through from the feeling of not knowing the brand until it's certain that the brand is the only one in the class of specific products or services. In this case, if a brand has been able to seize a place that remains in the minds of consumers it will be difficult for the brand to slide by other brands, so that even though every day, consumers are filled with messages marketing messages vary, consumers will always remember the brand previously known. Meanwhile, reflecting the brand recall brand names in mind when a particular class of products mentioned (Tjiptono, 2000). According to (Tjiptono & Diana, 2000) brand awareness can be measured through indicators as follows: Make the first time in memory, always remember, Easy to spot, Famous.

Conceptual Framework and Hypotheses

In this study can be described a conceptual framework that is how the theory that connects between the independent variables on the dependent variable and through inter vening variables in order to determine the influence of consumer attitudes on advertising and experiential marketing effect on consumer attitudes to the brand through brand awareness. For more details can be described in the following models:

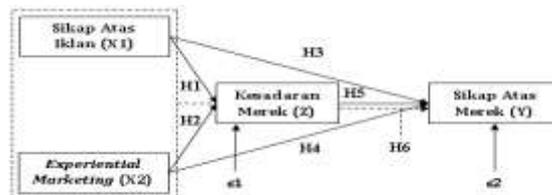


Figure 1. conceptual framework

Above framework is the concept of linkage of the scoring system the influence attitudes on advertising, experiential marketing, brand awareness and attitudes of consumers on the brand. Theoretical basis is used to determine the issues raised and used as reference in this study. Writing sequence starting from the general theory concerning the various theories of

management, especially marketing with attitudinal variables on advertising (X1), experiential marketing variables (X2) variable of brand awareness (Z), on brand attitude variable (Y).

Based on the conceptual framework and supported with marketing theory and research results are similar, then the hypothesis is built in this study are:

H1: The higher consumer attitudes toward advertising, the higher the consumer awareness of the brand.

H2: The higher the experiential marketing, the higher the consumer awareness of the brand.

H3: The higher consumer attitudes toward advertising, the higher the consumer's attitude will be towards the brand.

H4: The higher the experiential marketing, the higher the consumer's attitude will be towards the brand.

H5: The higher consumer awareness of the brand, the higher the consumer attitudes towards brands.

H6: The higher consumer attitudes toward advertising and experiential marketing are assumed to affect the attitude of consumers to the brand through brand awareness.

RESULTS AND DISCUSSION

Description of research variables are useful to support the results of data analysis. variables used in this study is the attitude of the advertising, experiential marketing, brand awareness, and the attitude of the brand. Here are presented descriptive statistics for each variable used in this study.

Table 1. Descriptive Statistics Variable Research

Item	N	Minimu	Maksimu	Rata-
X1	141	10,00	20,00	14,73
X2	141	11,00	25,00	18,03
Z	141	10,00	19,00	14,45
Y	141	8,00	19,00	12,91

Based on Table 1 can be explained that the attitude of the variables associated with the ad (X1) has a value score of a minimum of 10 and a maximum score of 20. The average value of 14.73, based on the categories of assessment can be stated that the attitude toward advertising variables (X1) were in the range 12-15 or considered good. So it can be interpreted that the level of consumer attitudes toward advertising Mie Sedaap well.

In connection with experiential marketing variables (X2) has a value of minimum scores of 11 and a maximum score of 25. The average value of 18.03, based on the assessment categories can be stated that the satisfaction variables were in the range 15-19 or considered good. So it can be interpreted that experiential marketing (X2) Mie good Sedaap

In connection with the variable of brand awareness (Z) has a value of minimum scores of 10 and a maximum score of 19. The average value of 14.45, based on the assessment categories can be stated that the satisfaction variables that are in the range of 12-15 or better categorized. So it can be interpreted that the brand awareness (Z) of respondents to the Mie Sedaap well.

In connection with the above brand attitude variable (Y) has a value score of a minimum of 8 and a maximum score of 19. The average value of 12.91, based on the assessment categories can be stated that the variables on brand attitude (Y) is in the range 12 - 15 or considered good. So it can be interpreted that the level of consumer attitudes on brand Mie Sedaap well.

Table 2. Descriptive Statistics Variable Attitude on ads

Item	N	Minimu	Maksimu	Rata-
X1.1	141	2,00	5,00	3,80
X1.2	141	2,00	5,00	3,77
X1.3	141	2,00	5,00	3,60
X1.4	141	2,00	5,00	3,61

Table 2 shows that survey respondents perceive the attitude of the advertisement Mie Sedaap is good. It can be seen from the average score of the items used to measure attitudinal variables on advertising Mie Sedaap which ranged from 3.60 to 3.80, most good indicator of perceived by respondents are the ads can provide useful information to consumers (X1. 1) with an average of 3.80, while indicators are less well perceived by the respondents is to represent the material and cultural effects of advertising; as an expression of personal experience (X1.3) with an average score of 3.60.

Table 3. Descriptive Statistics Variable Experiential Marketing (X2)

Item	N	Minimu	Maksimu	Rata-
X2.1	141	2,00	5,00	3,26
X2.2	141	2,00	5,00	3,40
X2.3	141	2,00	5,00	4,11
X2.4	141	2,00	5,00	3,58
X2.5	141	2,00	5,00	3,67

Table 3 shows that survey respondents perceive experiential marketing (X2) Mie Sedaap well. It can be seen from the average score of the items used to measure variables experiential marketing (X2) that ranged from 3.26 to 4.11. indicator at best perceived by the respondents was an experience that creates an impression that is more than the thought of consumers currently enjoy Mie Sedaap (X2.3) with an average score of 4.11, while the indicator Yangdi less well perceived by the respondents is the experience that is felt when consumers feel good, tasteful, aroma and kesedapannya of Mie Sedaap (through the senses) (X2.1) with an average score of 3.26.

Table 4. Descriptive Statistics Variable Brand Awareness (Z)

Item	N	Minimum	Maksimum	Rata-rata
Z1.1	141	2,00	5,00	3,99
Z1.2	141	2,00	5,00	3,05
Z1.3	141	2,00	5,00	3,51
Z1.4	141	2,00	5,00	3,90

Table 4 indicates that respondents perceive research Sedaap Noodle brand awareness is good. This can be shown from the average score of the items used to measure satisfaction variables that ranged from 3.05 to 3.99. Indicators are best perceived by the respondents is that when hungry, then remembered the first time is Mie Sedaap (Z1.1) with an average score of 3.99, while the indicator of perceived poorly by the respondent is always recognize Mie Sedaap in situations different (Z1.2) with an average score of 3.05.

Table 5. Variables Descriptive Statistics on brand attitude (Y)

Item	N	Minimum	Maksimum	Rata-rata
Y1.1	141	2,00	5,00	3,38
Y1.2	141	2,00	5,00	3,16
Y1.3	141	2,00	5,00	3,12
Y1.4	141	2,00	5,00	3,24

Table 5 indicates that respondents perceive the research on brand Mie Sedaap attitude is very good. This can be shown from the average score of the items used to measure variables on brand attitudes ranging from 3.12 to 3.38. Indicators are best perceived by the respondents was as busy and hungry then the mind is Sedaap Noodle brand instant noodles (Y1.1) with an average score of 3.38, while the indicator of perceived poorly by the respondent is always choose Mie Sedaap though many other similar brands and a lot of people who would rather be compared Mie Sedaap (Y1.3) with an average score of 3.12.

Research Instruments Test Results

a. Validity and Reliability

Validity test is intended to determine how much accuracy and precision of a measuring instrument in performing the function of its size. Test the validity of the study measuring instrument using Pearson's product moment correlation that is by correlating each question with a total score, then the correlation results are compared with the critical number of 0.30.

While the reliability test performed to the extent to which a relatively consistent measurement results. A good question is the obvious question is easy to understand and have the same interpretation although submitted to different respondents and at different times. In this study, the reliability test performed by Cronbach Alpha and reliable research instrument is said to have a Cronbach Alpha values greater than 0.60.

Table 6. Validity and Reliability Research Instruments

No	Item	rhitu no	Ket.	Cronbach Alpha	Ket.
1	X1.1	0,76	Valid	0,610	Reliabe
	X1.2	0,69	Valid		Reliabe
	X1.3	0,50	Valid		Reliabe
	X1.4	0,76	Valid		Reliabe
2	X2.1	0,82	Valid	0,825	Reliabe
	X2.2	0,79	Valid		Reliabe
	X2.3	0,74	Valid		Reliabe
	X2.4	0,73	Valid		Reliabe
	X2.5	0,72	Valid		Reliabe
3	Z1.1	0,78	Valid	0,622	Reliabe
	Z1.2	0,57	Valid		Reliabe
	Z1.3	0,58	Valid		Reliabe
	Z1.4	0,81	Valid		Reliabe
4	Y1.1	0,75	Valid	0,818	Reliabe
	Y1.2	0,88	Valid		Reliabe
	Y1.3	0,88	Valid		Reliabe
	Y1.4	0,67	Valid		Reliabe

According to the table 6 to note that each of the indicators used to have a value of r count greater than 0.30, it means that the indicators used in the study variables is feasible or valid is used as a data collector. The test results also show each variable has a value of Cronbach Alpha is greater than 0.60. It can be concluded that all variables used in this study is reliable.

Path Analysis (Path Analysis)

Path analysis is used to describe each track on the models using path analysis (path analysis). Each track tested showed direct and indirect influence on the attitude of the ad (X1) and experiential marketing (X2) on the attitude of the brand (X3) Mie Sedaap. By knowing the significant whether or not each of these pathways will answer whether the hypothesis is accepted or rejected. Each pathway represents a hypothesis tested in this study.

Table 7. Coefficient Value Line Direct Impact

No	Var.	Var.	Bet	t-	ρ-	Ket.
	Beba	Terikat	a	hitung	valu	
1.	X1	Z	0,19	1,99	0,04	Signifika
2.	X2	Z	0,33	3,45	0,00	Signifika
3.	X1	Y	0,23	3,24	0,00	Signifika
4.	X2	Y	0,48	6,61	0,00	Signifika
5.	Z	Y	0,20	3,32	0,00	Signifika

- a. Variables Influence Attitudes on rent (X1) to Brand Awareness (Z)
Based on Table 4:14 viewable for testing on ad attitude variable (X1) of the value obtained brand awareness beta (β) of 0195 with ρ -value of 0.048. Because the value of ρ -value smaller than α ($0.048 < 0.05$), H_0 is rejected and is therefore no significant effect on the attitude of the ad (X1) to brand awareness (Z).
- b. Effect of Variable Experiential Marketing (X2) on the Brand Awareness (Z)
Based on Table 4:14 viewable for testing experiential marketing variables (X2) on brand awareness (Z) values obtained beta (β) of 0337 with ρ -value of 0.001. Because the value of ρ -value smaller than α ($0.001 < 0.05$), H_0 is rejected and is therefore no significant effect experiential marketing (X2) on brand awareness (Z).
- c. Variables Influence Attitudes on rent (X1) against the attitude of the Mark (Y)
Based on Table 4:14 viewable for testing on ad attitude variable (X1) to the attitude of the brand (Y) values obtained beta (β) of 0.485 with ρ -value of 0.000. Because the value of ρ -value smaller than α ($0.000 < 0.05$), H_0 is rejected and is therefore no significant effect on the attitude of the ad (X1) against the attitude of the brand (Y).
- d. Effect of Variable Experiential Marketing (X2) on the attitude of the Mark (Y)
Based on Table 4:14 viewable for testing experiential marketing variables (X2) on the attitude of the brand (Y) values obtained beta (β) of 0.886 with ρ -value of 0.000. Because the value of ρ -value smaller than α ($0.000 < 0.05$), H_0 is rejected and is therefore no significant effect experiential marketing (X2) on the attitude of the brand (Y).
- e. Effect of Brand Awareness variable (Z) of the attitude of top brands (Y)
Based on Table 4:14 can be seen for the test brand awareness variable (Z)

against the attitude of the brand (Y) values obtained beta (β) of 0.204 with ρ -value of 0.001 Because the value of ρ -value smaller than α ($0.001 < 0.05$), H_0 is rejected and is therefore no significant effect of brand awareness (Z) against the attitude of the brand (Y).

Table 8. Path Coefficient Indirect Influence

Var.	Var. Interveni	Var. Terik	Koefisien Standarize	Ket.
X1	Z	Y	0,039*)	Signifika
X2	Z	Y	0,069**)	Signifika

Note : * = $0,195 \times 0,204$
 ** = $0,337 \times 0,204$

it appears that the total effect on ad attitude variable (X1) to the attitude of the brand (Y) is 0.092 to 0.053 for details of direct influence and indirect influence of 0.039. Total influence of experiential marketing variables (X2) on the attitude of the brand (Y) is approximately 0.304 to 0.235 for details of direct influence and indirect influence of 0.069.

The indirect effect of attitudes on advertising (X1) to variable on brand attitude (Y) through an intervening variable of brand awareness (Z) of 0,039 Whose value is smaller than the direct effect on ad attitude variable (X1) to variable top brand attitude (Y) that is equal to 0.053. Besides, the indirect influence of the variable experiential marketing (X2) on the attitude of the brand (Y) through an intervening variable of brand awareness (Z) of 0.069 roomates value IS ALSO smaller than the direct influence of variables experiential marketing (X2) to variable attitude of the brand (Y) that is equal to 0.235. Thus Spake it can be stated that the attitude of the ad (X1) and experiential marketing (X2) Affect the attitude of the brand (Y) through brand awareness (Z) with a value less than the immediate influence.

From the above calculation, the independent variables that have the most influence on the variable of brand awareness (Z) is the experiential marketing variables (X2) that is equal to 0.113. While the independent variables that have the most influence on brand attitude towards variable (Y) is experiential marketing (X2) that is equal to 0.235. And independent variables that have an influence on attitudinal variables on brand (Y) through an intervening variable of brand awareness (Z) is the experiential marketing variables (X2) that is equal to 0.069.

coefficient of Determination

The coefficient of determination is a quantity that indicates the amount of variation of the dependent variable that can be explained by the independent variable. In other words, the coefficient of determination is used to measure how far the free variables in explaining the dependent variable.

The results of path analysis calculation can be seen that the coefficient of determination R^2 total obtained a value of 0.7. This means 70% of the variation of variables on brand attitude can be explained by the attitude of top brands, experiential marketing and brand awareness while the remaining 30% is explained by other variables and error which is not described in this study.

Discussion

Discussion Characteristics of Respondents

a. Respondents by gender

Based on Table 4.1, the results showed that the number of respondents more women than men which is 56.03 per cent girls and 43.97 per cent of male respondents. This is because most of the consumers Mie Sedaap in the village of Desa Petung Curahdami District of Bondowoso who consume Mie Sedaap are women who have a family and also have a regular job that required for the job and take care of his family.

b. Respondents by Age

Based on Table 4.2, it can be seen that the distribution of respondents varies. Most of the respondents distributed in the 20-30 age group of 36.9% percent. Furthermore, the 31-40 age group followed by 32.6% percent. This is because most of the consumers Mie Sedaap Village Petung District of Curahdami Bondowoso who consume Mie Sedaap is consumer productive age to work, so as to shorten the time Mie Sedaap an instant meals ready to eat as an alternative option which is suitable to be consumed for productive age who were sued by work.

c. Respondents by Job

Based on Table 4.3, the results showed that the more the number of respondents who worked as an employee of the other work that is equal to 31.2 percent. This is because pegawai tend to have less time to cook, so instant noodles as a favorable alternative and suitable in consumption for consumers who have little time.

CONCLUSION, LIMITATIONS AND SUGGESTIONS

This study tries to analyze the variables related to the attitude of the brand. Variables that support this study were taken from several previous studies, namely: Dyah (2009), Ma'mun (2008), Rohmat, et al (2012), Sri (2010), Mubarak (2010). Model studies indicate the presence of six (four) hypothesis. Hypotheses include (hypothesis 1) Attitude On Advertising Effect Against awareness of brands, (hypothesis 2) Experiential Marketing Impact Of Brand Awareness, (hypothesis 3) Attitude On Advertising Effect Against Attitude Top Brand, (hypothesis 4) Experiential Marketing Influential Against attitude Top brands, (hypothesis 5) Influential Brand Awareness Against Top Brand attitude, (hypothesis 6) attitude Top Advertising and Experiential Marketing Influencing attitudes Toward Top brands through Brand Awareness.

Conclusion The study was based on the findings of the research problems are identified and arranged in Chapter 1. Where the purpose of this research is to find answers to the formulation of the problem posed in this study is "How to increase consumer awareness so as to create a positive consumer attitudes toward the brand through the attitude of the ad, and experiential marketing ". From the research has answered these studies are significant problems generating basic processes that influence and are influenced attitudes to the brand. The attitude of the brand can be achieved through attitude on advertising, experiential marketing and brand awareness and ultimately increase consumer attitudes to the brand.

Based on the survey results revealed that in order to improve consumer attitudes on other brands, there are two basic processes, namely: First, build a stance on the brand can be achieved by improving attitudes on advertising Mie Sedaap, where consumer attitudes on

brand Mie Sedaap can be achieved by increasing consumer attitudes on advertising tall one. The higher have an attitude above the ad, the higher the attitude of the brand.

Second, Experiential Marketing is the consumer's experience in improving the attitude of the brand. The attitude of the brand can be realized through an increase in high Marketingyang Experiential. This can be done by improving the consumer experience ever consume Mie Sedaap. The higher the experience of consumers, making consumers increasingly have a stance on the high merekyang. High consumer experience on a product will have an impact on the attitude of the brand.

Based on processes developed in this study, the issue of the proposed research and has received justification through testing with Path Analysis can be concluded that the formulation of the problem posed in this study is How to increase consumer awareness so as to create consumer attitudes are positive towards the brand through the attitude of the advertisement, and experiential marketing. Concluding that, the results are stronger than the direct influence indirect influence.

5.2 Limitations of Research

From the discussion of this thesis, by looking at the background of the research, justification theory and research methods, it can be delivered several limitations of this study is there is a path indirectly is smaller than the direct path, with the technique of path analysis (path analysis) which in operasika with using SPSS tool. version 16.0

5.3 advice

However, further research can be done by looking at the limitations of this research: In this study tries to answer the hypothesis that builds on issues contained in chapter 1 by using path analysis (path analysis), the results of research to answer their direct influence is stronger in comparison to the indirect effect or (intervening) are described in the discussion of research results. Means the mediation study conducted in the village of the District Petung Curahdami Bindowoso district, not a strong influence on consumer attitudes toward advertising and experiential marketing on consumer attitudes Noodle brand Sedaap melalui brand awareness. Then the next agenda for further research, if the path analysis (path analysis) is not so stronger influence, it can use regression analysis with moderating variables. Moderating variable is the independent variable that will strengthen or weaken the relationship between the other independent variables on the dependent variable. (Ghozali, 2011).

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