

## **ABSTRACT**

**Erwin Subandhi, “analyze the effectiveness of advertising beans Xabi Alonso two rabbits versions with CDM”**

**(Under the guidance of Lina, SE., M.Si.)**

This study aims to analyze the effectiveness of advertising beans two rabbit version xabi alonso with CDM approach to measure the relationship between variables. Testing was performed using SPSS ver 15.0. The test results indicate that the variable message advertising can affect the purchase intention variable through variable consumer confidence and consumer attitudinal but variable message advertising can not affect the variable purchase intentions through brand recognition variables.

Keyword : advertising messages, purchase intention, consumer confidence, brand recognition, and consumer attitudes.