

ABSTRACT

Along with the times and technology, to do a business via the Internet was growing. Now a days, the business world has begun to shift towards e-commerce. People have already liked to shop via online, cause beside its more practical, the price of goods on offer is relatively cheap or the same as in a conventional store. But the basic culture of Indonesian people that more confident to shopping at conventional stores make the online fashion business like Zalora require massive advertising to attract attention and convince prospective customers to purchase products online in Zalora fashion. To win the competition online fashion business, Zalora should be able to establish a good brand awareness in the minds of consumers through a variety of ways, one of them with advertising. Therefore, this study aimed to see how big the influence of advertising on the formation of brand awareness in Indonesia Zalora

This study aims to look at the effect of advertising on brand awareness at Zalora Indonesia. The method used in this research is descriptive and causal method with quantitative approach. In this study the primary data obtained from questionnaires and processed using simple linear regression analysis. The number of samples in this study was 100 respondents using non-probability technique accidental sampling

Results of simple linear regression analysis in this study is 0.885 units, which means that there are significant effect from Advertising on Brand Awareness in Zalora Indonesia. Values t is greater than t table is $16.649 > 1.660$, it shows that there is an influence of Advertising on Brand awareness conducted by Zalora. Results of determination coefficient analysis shows the relationship of independent variables Brand Awareness Advertising with 73.4%, and the remaining 26.4% is influenced by other factors not examined in this study.

Keywords : *Advertising, Brand Awareness, Fashion Online*