

## EFFECT OF BRAND POSITIONING AND INTEGRATED MARKETING COMMUNICATION TOWARD CHOICE DECISIONS ON STUDENTS OF PALEMBANG-INDONESIA

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### **Abstract**

*This empirical study aimed to find out the brand positioning and integrated marketing communication through the brand equity to the choice decision making of the students of Tourism Polytechnic of Palembang-Indonesia. The study was conducted in the Tourism Polytechnic of Palembang. The primary data were collected through the questionnaire that was composed of 34 statements, randomly distributed to respondents via Google form. The data analysis techniques used the SPSS software and the Amos program and SEM was used to determine the variables and suitability of the proposed model. The result of this study showed that there was a significant and positive influence of the brand positioning and integrated marketing communication on the choice making of the students of Tourism Polytechnic of Palembang (Indonesia). The result also showed that there was a significantly positive influence of the brand positioning and integrated marketing communication on the brand equity.*

**Keywords:** brand equity, brand positioning, integrated marketing communication, Choice Decision

**JEL Classification:** I2, M3