ABSTRACT

Laya Patimah, 21206810, "The Influence Of Advertising On The Purchaseing Decision Of Toserba Selamat Cianjur". Thesis program Strata Management Studies The Faculty of Economics, University Computer Indonesia, under the guidance of Mrs. Raeny Dwisanty, SE., M. Si

The Toserba Selamat Cianjur advertising activities divided into three media, namely radio, banners and brochures. Each of these media has the indicator as follows: Measurement of Memory, Emotional Reaction Against Measurement, Measurement Of Reaction Physiology, Measurement and Response To Persuade Sales. The other wise purchasing decisions have major indicators namely: Search Information, Identification of Basic Needs, Evaluation of Various Alternatives, Purchase Decision and Post-Purchase Behavior.

This study aims to find out advertising activities (variable X) and its influence on purchase decisions (variable Y). The method in this research is Verification thought a Test Method and Test Reliability and Validity of Test Scores on the survey results. Subsequently performed statistical calculations to describe the survey results through quantitative methods such as: Measurement Linear Regression , Correlation Coefficient, Coefficient of Determination, and Test of Hypothesis. Advertising Influence on purchase decision can be seen from the regression equation: Y = 17 197 +0.438 X. While relations between the two variables can be seen from the correlation coefficient r of 0.416. Advertising also contributed positively to the purchase decision at the amount of CD = 17.3%. This study tested its significance by t-test results of 4.976 (for n = 100, df = 98, alpha = 5% for the two-way hypothetical), whereas t-table value of 1.66 it indicates that the Ha is received, Ho is rejected, meaning there is the influence of advertising on purchase decisions at the Toserba Selamat Cianjur

Keywords: Advertising, Purchasing Decision