

Abstract

This research discuss about the influence of traveloka television advertising's perception "hotel ticket" version toward buying action of Bandung Indonesian backpacker community. The purpose of this research knows advertising's perception and the influence of traveloka television advertising's perception "ticket hotel" version toward buying action of Bandung Indonesian backpacker community. This research using some theories that relevant with this research, like communication, marketing communication, advertising's perception and buying action. Method of this research is quantitative research with positivism's method. Population in this research is Bandung Indonesia backpacker community with total amount 100 peoples. Sampling method is nonprobability sampling with total sampling from population. Data analysis technique is descriptive analysis, the simple regression analysis, hypothesis's test and coefficient determination. The results is the influence of advertising's perception with amount 78,7%, the influence of buying action with amount 78,36%, and the influence of advertising's perception to buying action with amount 75,51%. Rest amount 24,49% influenced by other factors outside of variables of this research.

Key words : Perception , Television Advertising, Buying Action