

ABSTRACT

The objective of this study is to determine how big the influence of advertising on social media twitter and television on purchasing decision on MatahariMall.com where the development of advanced technology is day by day increasing rapidly.

Independent variables are twitter advertising and television advertising and the dependent variable is purchasing decision. The method of this study used by quantitative method with the type of research is associative and causal correlation, with sample of 100 respondents. The sampling technique used in this study is non-probability sampling. Methods of data analysis used in this research are descriptive analysis method and multiple linear regression analysis. Data processing was performed by using SPSS 18 software for Windows.

The regression model $Y = 0.964 + 0.257 X_1 + 0.474 X_2$ is feasible to be used. Through R-test, twitter advertising and television advertising have a strong correlation to the purchasing decision. The influence of twitter advertising and television advertising to the purchasing decision amounted to 37.6% and the rest is of 62.4% influenced by other factors not examined such as advertising through radio, magazine, newspaper, brochure, billboard, and banner. Each increasing in the scale of twitter advertising will increase the purchase decision to 0.257 and every increase of one television commercial scale will increase the purchasing decision to 0.474. Partially based on the t-test, there is an influence on purchasing decision of twitter advertising on MatahariMall.com and there is the influence of television advertising on purchasing decision on MatahariMall.com.

Keywords: *Advertising, Twitter, Television and Purchasing Decision*