

## **ABSTRACT**

*Competition faced the company competing online shopping sites which are always trying to gain and maintain market share. One way is by communicating their products by advertising. Ads tend to attract the consumer to make a purchase of a product is therefore required to advertise effectively in order to provide a positive influence on consumer purchasing decisions. MatahariMall.com as the company's online shopping sites 1 and the largest number in Indonesia to implement advertising through television media as a means of promotion.*

*The purpose of this study was to determine consumer responses to advertising MatahariMall.com, and consumer purchasing decisions MatahariMall.com make purchases of products and the influence of advertising on product purchasing decisions MatahariMall.com.*

*In this study used quantitative descriptive analysis. And the result is a television advertisement to the consumer in the category very well with the presentation of 83%, and product purchasing decisions MatahariMall.com fit in either category with a presentation of 72.3%. Advertising through television media carried out by MatahariMall.com significant and positive impact on product purchasing decisions on MatahariMall.com by the city of Bandung, namely by 61%, while the rest of 39% influenced by other factors such as brand image etc.*

**Keywords: Advertising, Advertising Television, Purchase Decision.**