

ABSTRACT

Increasingly diverse types of department stores, lately many similar companies compete with a very tight, the role of consumers in making purchasing decisions is important enough to make choices in meeting basic needs, especially the promotion of spearheading an enterprise convenience department store. therefore, the identification of the influence of advertising research (X) on consumer purchasing decisions (Y) for the area thoroughly Department Store X Buah Batu branch, no. 183-185 Bandung.

The research methods used in this study is a kind of quantitative research data. and the sample using the Bernoulli formula for the number of population in this study is unknown. the analysis method used is simple linear regression analysis.

based on the results of this research is that classified advertising on a good percentage category where a percentage of 72, 925%, while for the purchase decision stating that a good percentage of the category in which a percentage of 74.925%. While the rest influenced by other factors not known to the author. it can be concluded that the sale and purchase decisions have a significant influence on purchasing decisions

Keywords : *Advertising*, buying decision