

ABSTRACT

Industrial sector is the major sector in economy of Indonesia. This sector is the largest contributor in the formation of the Gross Domestic Product (GDP) of Indonesia over the last ten years. The composition of the population of Indonesia is dominated by the consumption of food consumption. It makes the competition in the food industry more tighter than before. PT. Indofood CBP Sukses Makmur Tbk. is one of the food manufacture company which compete in the food industry with one of their product which is Sarimi Instant Noodle. Sarimi Instant Noodle struggling to survive in the food industry eventhough they still promote the product in television advertising.

Quantitative research was used in this study. Four hundred respondents are giving their response through twenty one questions in questionnaire to represent the other user. Television advertising used as the x variable and customer purchase decision used as the y variable. The data was analyzed using multiple regression analysis and the sampling technique used is incidental sampling method.

From the results, can be seen that the R square in this research is 0.850. It means that 85% of customer purchase decision are affected by television advertising of the Sarimi instant noodle product.

Keywords: Television Advertising, Customer Purchase Decision, Advertising Message, Advertising Audio, Figure on Advertising.