

ABSTRACT

The dismal period of banking that coincided with the onset of the crisis since 1997 slowly recovered. Entering the year 2017, the national banking industry breathe a little relieved. Because the macroeconomic crisis is enveloping the Indonesian economy gradually began to subside. Although the national macroeconomic conditions are still unstable, but at least have shown signs of improvement. Looking at the domestic macroeconomic conditions that have shown the improvement, national banks are busy running a strategy to win the competition and optimistic will reach the target that has been proclaimed (Infobank, February 2017). This movement is supported by the increasingly widespread and complex challenges in the industry, as well as the development of advanced technology. This situation encourages the banking industry to be fast and responsive in carrying out its functions and responsibilities, especially in gaining public trust and meeting the people's need for safe and secure banking products and services. The purpose of this research is to know the Influence of Ads on Social Media Instagram Against Purchasing Decision (Study on Bank Customer bjb Branch Batu - Bandung Year 2017), this research use descriptive method Verifikatif. Based on the results of the analysis, obtained t count = 5.006 > t table 1.984 that Instagram ads mempunyai significant relationship and affect purchasing decisions at Bank bjb branch Buah Batu - Bandung. The effect of Instagram advertisement on purchasing decision on Bank Customer bjb branch of Buah Batu - Bandung is 20,4% while the rest equal to 79,6% influenced by other factors. With the regression equation $Y = a + bx$, $Y = 14.585 + 0.760X$.

Keywords: Advertising, Social Media, Instagram Advertising, Purchase Decision.