

ABSTRACT

Indonesia was nominated as the second most consume instant noodle in the world after China. The increasing in the purchases level of instant noodle is derived from the citizen consumption trend which begins to move into the type of fast food. Mayora has created Bakmi Mewah which different with other fast foods that has been served in the today's market by the advertisement marketing strategy on the television. The purpose of this research is to determine and analyse the consumer's perception regarding the Bakmi Mewah's television advertising, also how much is the influence of television advertising to the purchase decision of Bakmi Mewah product.

Television advertising can be measure from the video and audio. Meanwhile, the purchase decision can be measure from the product's choice, brand's choice, distribution channel's choice, purchasing time, and payment system.

This type of research is causal-descriptive by using the quantitative method. The data collection technique is using the questionnaire. The number of population of this research which consist of Bakmi Mewah consumer is unknown, therefore, the technique sampling that used is non-probability sampling and specified in incidental sampling, with the number of respondents are 100 people. The data analysis that used is descriptive analysis and simple linear regression analysis.

The research result found that Bakmi Mewah television advertising categorized as good, the consumer's purchase decision on Bakmi Mewah considered as good, however there is no consumer's interest to purchase Bakmi Mewah back in the next time. Based on the partial (t-test) hypothesis, it found that the television advertising has a significant influence towards purchase decision of Bakmi Mewah's product. According to the coefficient determination, the television advertising has influence 26%, and the rest 74% are influenced by the other factors that not included in this research.

Keywords: Television Advertisement, Video, Audio, Purchase Decision.