

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh elemen iklan televisi Kartu Simpati Versi Walk Out With Agnes Monica terhadap Keputusan Pembelian Konsumen di Kota Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif dan jenis penelitian ini memfokuskan pada pengungkapan hubungan kausal antar variabel. Teknik analisis data pada penelitian ini menggunakan teknik analisis linier regresi sederhana.

Populasi dalam penelitian ini adalah pengguna Kartu Simpati yang telah melihat iklan Simpati versi Walk Out With Agnes di Kota Bandung. Teknik sampel yang digunakan adalah teknik *non-probability sampling* dengan pendekatan *accidental sampling* dengan jumlah sampel sebesar 400 responden.

Hasil penelitian menunjukkan adanya pengaruh positif yang tinggi antara elemen iklan televisi sebesar 40,7% terhadap keputusan pembelian Kartu Simpati. Sedangkan sisanya 59,3% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci : komponen iklan televisi, keputusan pembelian konsumen

## **ABSTRACT**

*This research is aimed to find out how much the influence of element of Card Simpati advertisement verse Walk Out With Agnes Monica towards the Buyers Purchase Decision.*

*This research used quantitative research method, and this type of research focused on the reveal of causal relation between the variable. Data analyze technique on this research used linier regular regression analyze technique.*

*The population of this research were the users of Kartu Simpati who had watched advertising Simpati Verse Walk Out With Agnes commercial on television; all people in Bandung. The sample technique used was non-probability sampling with accidental sampling-approach with total sample were 400 respondents.*

*The conclusion of this research shows that the positive influences between the element of advertising television into buyers purchase decision is low, which was only 40,7% . Meanwhile, the rest of it is 59,3% at numbers affected by other variables that could not be examined.*

*Keywords: components of television advertising, consumer purchasing decisions*