

ABSTRAK

Culinary is one of the attraction offered by the city of Bandung. The culinary in the provincial capital of West Java is very diverse, ranging from snacks to traditional to the menu dishes. There are several strategies to promote sales that is very often used by companies such as promotion through television, promotion through print media, the strategy through the internet. It's a strategy promotion through the internet, especially Social Media to be one way that is considered to be quite practical and doesn't cost a lot and be able to reach consumers at large.

The purpose of research that is, to know the influence of advertising, social media to the purchasing decision of the consumers Nasi Goreng Mafia. The method used in this research is quantitative with the type of descriptive research With a questionnaire to 100 respondents. Data analysis that used in this research is simple linear regression.

The results showed that the responses of respondents to Advertising in either category with a score of 74.8%. The results showed that the responses of respondents to the Purchase Decision in either category with a score of 81.8%. These results can be interpreted that with the increase of advertising within the company will have an effect to improve the Consumer Purchase Decision.

Keywords: Advertising, Purchase Decision