

ABSTRACT

Advertising is a form of persuasive communication through mass media paid by sponsors who are recognized in promoting a product or service. And it's also done by PT Jaco Nusantara Mandiri used home shopping television advertising media to promote and offer the product that is Kozui Slimming Suit. The way it is done in order to create and improve purchase intention consumers on Kozui Slimming Suit.

The purpose of this research is to find out how much influence of Home Shopping Television Advertising Kozui Slimming Suit to purchase intention by Women in Bandung. This research is Quantitative research with positivism paradigm, using causal analysis. While the sampling technique is purposive sampling technique where obtained a sample of 100 female respondents in Bandung.

The result of this research is that there is positive influence between home shopping television advertisement to purchase intention by woman in Bandung at 9,5%. While the rest of 90.5% influenced by other factors not examined in this research. And if there is no addition to the home shopping television advertising, then the value of purchase intention will remain at 4.399 and will rise by 0.158 each happened addition of one unit.

keyword: home shopping television advertising, buying interest