

## **ABSTRACT**

*PT Kerata Api Indonesia (Persero) is required to continue to maintain its image so that passengers still use their services. As the birth of the application New KAI Access on September 28, 2017. New KAI Access application is a new application of PT. Kereta Api Indonesia (Persero) is being incessantly promoting. Promotion is done using ad media, both above line media (above the line) and also under line media (below the line).*

*The purpose of this study is to know how the influence of the use of advertising media (above the line and below the line) on purchasing decisions for consumer object buyers train tickets through the application New KAI Access in Daop 2 Bandung. This research is quantitative descriptive, data collected through questionnaire method to 100 respondents obtained by using Bernoulli approach.*

*The research shows the value of the Media Advertising of 75.65% in the high category, while the value of Purchasing Decisions by 75.65% in the high category. Effect of Media Advertising on Purchasing Decisions of 36.3% while the remaining 63.7% is explained by other variables that are not described in the model proposed in this study. In this study, also obtained by linier regression equation is  $Y=13.786+0.603X$ . Which means that if the Media Advertising increased by 1, then the Purchasing Decisions of 14.389.*

*Keyword: Ad Media, Consumer Buying Decision, New KAI Access Application*