

Abstract

This study aims to determinate the effect of advertising against decision to purchase a newspapers from PT. Pikiran Rakyat Bandung. the problems of this research is how the perception of advertising in PT. Pikiran Rakyat Bandung, how the purchasing decisions of consumer toward newspapers in PT. Pikiran Rakyat Bandung and how much advertising influence on purchase decisions for newspapers in PT. Pikiran Rakyat Bandung. In this study the authors use quantitative research methods and descriptive. Population was taken from citizen of Bandung who buying a newspapers from PT. Pikiran Rakyat Bandung. For Sampling, authors take data from companies that put their ads to PT. Pikiran Rakyat Bandung through agencies. The data analysis tool in this report uses validation test, reliability test, normality test, simple regression test and t test. based on the result of study that authors do, overall level of advertising PT. Pikiran Rakyat Bandung at 71,65% are in the category quite agree perceived by consumers and overall level on purchase decision PT. Pikiran Rakyat Bandung at 75,06% are in the category quite agree

Keywords : effect of advertising, purchasing decision, PT. Pikiran Rakyat Bandung