

ABSTRACT

Along with the development of an increasingly sophisticated technological advancement, which is supported supported by the growing number of internet users each year provides an opportunity for the company to promote their products or services over the internet, by creating creativity and innovation always provide differentiation and advantages for the company than its competitors by developing a promotion through social media advertising. The purpose of this research was to know how big the influence of facebook advertising on purchasing decision (Studies on customer PD. BPR Bandung 2018).

Independent variables are advertising social media facebook and the dependent variable purchase decision. The research method used is descriptive research approach with verifikatif quantitative methods. The sampling techniques used in this research is the nonprobability sampling. Based on the results of the analysis, facebook advertising overall yield value of 82% which means very good category, and purchasing decision of 81.4% categorized very well. Facebook advertising positive and significant influence on purchasing decision on PD. BPR Bandung of 40.5% and 59.5% of rest is affected by other factors. On the research of linear regression equation also obtained is $Y = 12,325 + 0,773x$. That means that if social media facebook ad is increased by 1, then the purchasing decision will increase of 0.773.

Keywords: Advertising, Social Media, Facebook Ads, Purchasing Decision