

ABSTRACT

Business world, marketing communication is the spearhead of every company in utilizing a strategy, planning, implementation and evaluation in maintaining or developing a company in the business world. The important aspect of marketing communication is advertising. In addition to the advertising factor, the company's brand image also plays a role in supporting communication from the company to consumers in marketing their products. Advertising factors and brand image in marketing products in the Ramayana Dept. Store can be a way to influence consumer purchasing decisions, but the level of consumer visits to the Ramayana Dept. Store during 2018 has decreased compared to 2017. This research was conducted to determine and measure how much influence advertising and brand image of purchasing decisions. This research is quantitative research with descriptive and causal objectives. The sampling technique used in this research is Probability and Nonprobability sampling purposive sampling method to 280 respondents, where respondents in this study are consumers from the Ramayana Dept. Store. Analysis of the data used is multiple linear regression analysis with the help of IBM SPSS Statistics 23 for Windows. Based on the results of the study, obtained a percentage of 68.2% of the advertising variables and are in the good category, 67.2% of the brand image variables and are in the good category, while the 65.46% gain percentage of the variables of purchase decisions and are in the category well. The result of the whole is 77.1% advertising and brand image has an influence on purchasing decisions, while the remaining 22.9% is influenced by other factors beyond this research.

Keywords: advertising, brand image, purchasing decision