

ABSTRACT

Successful competition IndiHome is increasingly competitive by attending global scale competitors. Indonesia is one of the countries that have the highest growth of internet users in the world. This study aims to find out IndiHome Social Media Advertising in Bandung in 2019, find out IndiHome Purchase Decisions in Bandung in 2019 and find out the Social Media Advertising of IndiHome Products on Purchase Purchase Decisions in Bandung in 2019

The research method used is descriptive and verification research methods. Research data obtained from questionnaires. The research method used is a non-probability sample with a type of purposive sampling. Data collection by distributing questionnaires to 100 Indies respondents by asking Bernoulli. The results of questionnaires were obtained through the help of Microsoft Excel and SPSS 25.00. The data analysis technique used in this study is simple linear regression.

Based on the results of the descriptive research found on IndiHome Social Advertising Media, it is in a good category with a percentage as high as 76.69% and Consumer Purchase Decision Decisions in the good category with a percentage of 80.36%. From the results of the test of determination, it can be determined that social media advertising affects purchasing decisions by 0.586 or 58.6%, while 41.4% is made by other factors.

Keywords: Advertising, Social Media, Purchasing Decisions