

ABSTRACT

Spotify has been under pressure from shareholders to increase revenue and turn a profit, and while the platform does make billions of dollars every year, Spotify suffers losses once payments are made to music rights holders. Slow growth in advertising revenue is another factor. The purpose of this study is to determine the responses of respondents regarding advertisements on the Spotify application, to find out the responses of respondents regarding the Spotify Purchase Decision, to determine the effect of advertising on the application on the Spotify application of the Purchase Decision. The research method used is descriptive quantitative research with nonprobability sampling type with purposive sampling type. The method of analysis used is simple linear regression. This study conducted questionnaires with 100 respondents through online media to Spotify application users. The results of the study are based on the responses of 100 respondents, the simple linear regression equation is $Y = 19.663 + 0.800X$, and the coefficient of determination is 0.569 or 56.9% is in the strong enough category, which means the advertising variable affects the purchasing decision variable.

Keywords: *Advertising, Purchasing Decisions*