

ABSTRACT

The authors conducted this study to find out, about how much influence booth marketing on the decision to purchase transvision subscription TV in Buah Batu Square Bandung, as well as how the influence of booth marketing channel terhadap purchase decisions.

This research was conducted using quantitative method, in this study the author conducted research directly on booth visitors who visited Buah Batu Square Bandung to obtain data related to this study. The data obtained will be analyzed using a statistics test with the help of SPSS 25 for Windows, in order to find the facts of each bound variable.

The results of this study found the influence between marketing booth purchasing decisions. 0.461 or 46.1% and the remaining 53.9% was influenced by other factors not studied in this study, such as.

Keywords: *Booth Marketing; Purchasing Decision*