

ABSTRACT

This study aims to analyze the effect of video advertising on purchasing decisions for the fashion brand "ByNeeth". Good video advertising packaging will make consumers not hesitate to make purchases on certain products. It doesn't even rule out the possibility of buying it again at any time.

In this study using quantitative methods with the type of descriptive-causality research. Sampling was carried out using the non-probability sampling method with a total of 100 respondents. The analysis technique used is descriptive analysis, simple linear regression analysis. While testing the hypothesis used is the partial test (t test) and test the coefficient of determination (R-Square).

The results of this study indicate that video advertising has proven to influence purchasing decisions for the fashion brand "ByNeeth" with a significance value of $0.00 < 0.05$. The big influence of video ads on purchasing decisions for the fashion brand "ByNeeth" is 73%.

Keywords: Video Ads, Purchase Decision, Simple Linear Regression Analysis