

ABSTRACT

The dynamics of business competition that is more strict sue the including cellular phone operator to have to have some a comparative advantage distinguish his company products to the product of other companies, Samsung electronics to make advertising as a competing with other companies which are similar, in this smartphone samsung galaxy series. The purpose of this research is to find out how big an influence advertising consisting of television advertising (X_1), radio ads (X_2), magazine ads (X_3) and newspaper ads (X_4) against the decision of the purchase of the smartphone Samsung Galaxy series at Telkom University Faculty of communication and business.

Kind of research that is used in this research is quantitative and descriptive research, that used multiple linier regression data analysis technique and convenience sampling technique method. With the sample collection of respondents who is using smartphone samsung galaxy series which is located in telkom university faculty of communication and business .

The response of the respondents regarding advertising samsung is good with the percentage of 72.6 %. Based on hypothesis test result partially Smartphone Samsung advertising has significant influence to the purchase decision, This is evidenced by the value of television advertisement (x_1) , $t_{hitung} (1,266) < t_{tabel} (1,97646)$ and value a sig 0,208 > 0.05, Radio advertisement (x_2) $t_{hitung} (1,159) < t_{tabel} (1,97646)$ and value sig 0,248 > 0.05, magazine advertisement (x_3) $t_{hitung} (2,201) > t_{tabel} (1,97646)$ and value sig 0.002 < 0.05, newspaper advertisement (x_4) $t_{hitung} (0,164) < t_{tabel} (1,97646)$ and value sig 0,870 > 0.05. Based on determination coefficient test, has the result that advertising has the significant influence to purchase decision, with percentage 11,4%, and the rest 88,6% Influenced by other factors such as direct marketing , and the interactive/internet marketing, sales promotion , public relation , selling personal and other factors that is not observed in this research.

Key Words : Advertising, Buying Decision, Marketing