

ABSTRACT

Number of passengers each year continues to increase, the use of online media (internet) also continues to increase. In March 2015, the government decided to close the purchase of ticket counters at airports. This becomes a major opportunity for website reservations and plane tickets directly proportional to the competition that occurs that makes the website provider of air tickets should make a promotional strategy that is different from its competitors. Similarly Traveloka as online ticket reservation company that ranked first implement advertising through television media as a means of promotion by spending up to 77.18 billion and became the only online ticket reservation company that enters into the five largest advertising shopper.

The purpose of this study was to determine consumer response to advertising Traveloka, and the consumer's decision to purchase air tickets as well as the influence of advertising on purchasing decisions through Traveloka tickets in Student of Telkom University.

This study used quantitative descriptive analysis. And the results obtained is advertising to the consumer included in either category (77.98%), and the purchase decision through Traveloka tickets in the category very well with the presentation of 83.68%. Advertising through television media carried Traveloka positive and significant impact on purchasing decisions by Student tickets / i Telkom University by 53% and the remaining 47% are influenced by other factors. In this study, also obtained by linear regression equation is $Y = 6.570 + 0,483x$. Which means that if the television media advertising increased by 1, then the purchase decision will increase by 0.483.

Keywords: *Advertising, Advertising media television, purchase decision.*