

ABSTRACT

Technology's development in the modern era has shown a rapid growth. Its presence has given a lot of impacts in daily lives. The founding of E-commerce site is supported by technology itself. The purpose of this research is to know how big of an impact a TV advertisement is for the decision of buying from Bukalapak.com.

Television advertising as a whole generates 82% value. These values can be categorized either as line continuum television advertising are at variable ranges > 81,25%-100%.

Purchasing decisions gain value of 79,25%. Based on the lines of the continuum, the position of the value range value 81.25% 62.5%-which means on including in the category quite nicely.

This research is directed at 100 respondents with the population of Indonesian citizens. The sampling techniques that is used is purposive sampling. Method on collecting datas uses questionnaires and simple linear regression analysis.

The result of this research is that Bukalapak.com TV advertisement has a significant impact by the regression equations $Y = 9,220 + 0,857 X$. R square test result shows 0,48,4 which explains the impact of a TV advertisement for the purchasing decision from Bukalapak.com is 48,4% and another 51,6% is affected by other factors which are not researched by the researcher.

Keywords: *advertisement, buying decision*