

ABSTRACT

Online Retail contributions in Indonesia are increasing every year. The independent variables are television media advertising and social media advertising with the dependent variable of purchasing decisions. The research method used is a quantitative method with descriptive and causal types of research. A sample of 100 respondents, distributed by the sampling technique used in this study is nonprobability sampling with insidental sampling. Through the R test, television media advertising and social media advertising have a strong relationship with purchasing decisions. The influence of television media advertisements and social media advertisements on purchasing decisions is equal to 50.1% and the remaining 49.9% is influenced by other factors not examined such as radio advertisements, magazines, newspapers and others. Each increase in one scale of television media advertising will increase the purchasing decision by 0.321 and each increase in one scale of television advertising will increase the purchasing decision by 0.373. Partially seen from the t test, there is the influence of television media advertising on purchasing decisions at Bukalapak and there is an influence of social media advertising on purchasing decisions on Bukalapak.

Keywords: advertising, television Media, a social media Advertising and purchasing decisions
