

ABSTRACT

The presence of Wuling Motors as a new brand holder (APM) with an investment of trillions of rupiah, followed by an advertising step that is quite aggressive in making Wuling Motors' first product launch in Indonesia, Confero, is quite easy to spend the company's money on advertising on television. So that at present Wuling Motors is an automotive brand that is in the midst of incessant promotion of its products through television advertisements. The purpose of this study is to find out and analyze how consumers respond to television advertising conducted by Wuling Motors, how consumer purchasing decisions on Wuling Motors products, and how much influence television advertisements have on Wuling Motors product purchasing decisions.

Television advertising can be measured from video and audio. While purchasing decisions can be seen from problem recognition, information search, alternative choices, purchasing decisions, post-purchase behavior.

This study uses a quantitative method with a type of descriptive research of equality. The technique of collecting data using a questionnaire. The population in this study is not known to the number of consumers of Wuling Motors, so sampling is done by non-probability sampling method type of incidental sampling, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear analysis.

*Based on the results of the *t* test it can be seen that television advertising has a significant effect on purchasing decisions on the Wuling Motors brand, this can be seen from *t* count (8.735) > *t* table (1.984) and the significance level of $0.00 < 0.05$. This shows that television advertising has a significant effect on the purchasing decisions of Wuling Motors. The magnitude of the influence or contribution of independent variables (television advertisements) on the dependent variable (purchasing decision) can be seen from the results of the coefficient of determination of 43.8% on the purchasing decisions of Wuling Motors products, while the remaining 56.2% of Wuling Motors product purchase decisions are influenced by variables others not examined.*

Keywords: *Television Ads, Videos, Audio, Purchasing Decisions.*