

ABSTRACT

This study entitled Effect of development of technology in the world, the people of Indonesia is certainly not left behind with the development of communication technology. The current development of communication is often used through technology such as Radio which involves two or more individuals either directly or indirectly. The current development of communication is often used through technologies such as Radio which involve two or more individuals either directly or indirectly. This research is titled Effectiveness of Radio Advertising on Consumer Purchase Decision Case study (Consumer Radio Play99ers Bandung) Year 2018. The purpose of this study to find out how much influence Advertising on consumer purchasing decisions after listening to advertising programs that have been broadcast through Play99ers Bandung radio station. The object of this research is Radio Play99ers Bandung. The method used is quantitative method with descriptive research, data collected through questionnaire method to 100 respondents obtained by using Bernoulli approach.

This shows that the value of the influence of Advertising on the purchase decision of 47.9% and the rest of 52.1% other factors that influence such as promotion, price and quality of products and services and others who are not authoritative.

Keywords: Advertising, Purchase Decisio, Play99ers 100FM Bandung