

ABSTRACT

This study aims to find out and test The Influence of Balonku Social Experiment version of Jenius Ad on YouTube Towards Purchase Decision. This study involved one independent variable and one dependent variable. The independent variable is the advertisement (X) and the dependent variable is the Purchase Decision (Y).

Primary data was collected through survey method to 100 respondents using probability sampling type cluster sampling (area sampling). The type of this research is causal and eksplanative research with quantitative research method towards 100 respondents who ever watched Jenius advertisement on YouTube. While the data analysis technique that the author uses is a simple regression analysis. This research has results of descriptive analysis equal to 77,4% for advertisement variable and 73,3% for purchase decision variable.

Meanwhile, the results showed there is a influence between of Avertisement (X) to the purchase decision (Y) of 55,1% and the balance of 44,9% influenced by other factors not examined in this research.

Keyword : Advertisement, YouTube, Purchase Decision