

Abstract

The study assesses the Influence of Television Advertising on the Consuming Behavior of holiday products and services for children aged 13-18 years in Indonesia. The population is children between the ages of 13 and 18 who watch television commercials. The research was conducted on a sample of 400 respondents who were in the Enough category, because they were in the range of 52-68%. Data were collected using a questionnaire. The sampling technique in this study used accidental sampling or taking samples based on the first responders encountered. Data were analyzed using the IBM Statistical Package for Social Sciences using multiple linear regression. This study found that quality information, intrusion of information and preferred advertising have a positive and significant effect on children's buying behavior. Studies recommend providing quality, accurate, reliable

Keywords: *Television Advertising, Consuming Behaviour, IBM*