

## **ABSTRACT**

*In product distribution is needed the best promotion strategy indeed so that can influence customer's buying decision. One of the element of promotion is advertising. PT. Pos Indonesia Bandung advertise its product through outdoor advertising which billboard.*

*This research aim to know customer's assessment of Luber Hadiah Pos Indonesia ad, buying decision of customer in west Java and the influence of Luber Hadiah Pos Indonesia toward Buying Decision which this research took place in PT. Pos Indonesia.*

*In line with data collection technique, this research is quantitative research, uses methods of analysis which is simple regression with billboard ad is independent variable (X) and buying decision is dependent variable (Y). This research uses Nonprobability sampling technique with sample size of 100 respondents.*

*From this research is taken result that customer's assessment of billboard Luber Hadiah Pos Indonesia good enough whereas influence of outdoor media advertising of buying decision as much 64.7 % and influence of residue as much as 35.3 %.*

*Keyword : Advertising, Billboard, Buying Decision.*