

### ABSTRACT

Siti Izzatul Qomariah. 2012. Thesis. Title "The Effect Of Television Advertising Lifebuoy Soap Message to the Purchasing Decision At Ketawanggede Village, Malang Lowokwaru Sub District Society. Advisor: Irmayanti Hasan ST., MM

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**Key Word:** Television Advertising, Purchase Decision

Advertising is one of promotion hotchpotch component which become one alternative choice for markers to communicate their product target to consumer. Advertising media that are considered most appropriate is television that is able to give combination of voice with moving picture and can be enjoying by anyone. Research on lifebuoy soap advertising is based on domination of lifebuoy soap on society than other soap, which is lifebuoy soap advertising. Researcher wants to know the effect of television advertising message (message content, message format, message source) simultaneously, partially although dominantly on purchase decision of lifebuoy soap.

Variable that used on this research consist of dependent variable and independent variable. Dependent variable is advertising (X), which comprise of message content ( $X_1$ ), message format ( $X_2$ ), and message source ( $X_3$ ) variable. Whereas independent variable is consumer purchase decision variable (Y). Research method uses survey research model. Whereas the population used is Ketawanggede village society, Malang Lowokwaru sub district who ever seen television advertising and used lifebuoy soap. The used sample uses 95 respondents that are chosen randomize sampling. The used instrument is questionnaire.

Based on the result of research got be summarized that message content ( $X_1$ ), message format ( $X_2$ ), message source ( $X_3$ ) simultaneously, partially although dominantly had the significant effect on purchase decision (Y). These was indicated the result of computed of F test showed that  $F_{ratio} > F_{table}$  and the result of computed of T test (partial) also proved that  $t_{ratio} > t_{table}$  and dominant variable test point from simple correlation quadratic of more dominant dependent and independent variable. Source message variable ( $X_3$ ) was more dominant to influence consumer purchase decision because regression coefficient value (beta) was biggest that was 0,235225 (23, 52%). So message content, message format and message source had the important role on affecting the society in Ketawanggede village, Malang Lowokwaru sub district.