

ABSTRACT

Abdul Jalal Syarifudin, 2014 Thesis. Title: the influence of advertising on television media against buying decision produk Top Coffe in merjosari village community district lowokwaru malang.

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The development of information technology at this time turned out to be very influential on the progress of efforts to disegala the field, either directly or indirectly. In developing the business, a manufacturer trying to control the market and win the competition. This happens on a variety of business sectors, including business, especially ground coffee drinks. Where currently many popping up with various brands of ground coffee. Each manufacturer tried to accentuate their respective advantages and creating the appropriate marketing strategy. This can be done with advertising. Advertising is one of the activities is to convey information or messages about Top Coffe to consumers

This research included in the Quantitative approach to type-Inferensial. The study variables attention (X 1), Interest (X 2), desire (X 3), Confidence (X 4) and action (X 5) influence purchasing decisions by taking action against Top Coffee products. Retrieval techniques in this study using aksidental sampling. And the number of samples taken 100 respondents. Instrument in this study is a questionnaire and the documentation then the data obtained with Inferensial, regesi linear ststistic double as well as the partial test.

Results of the regression analysis show that Variable Attention (X 1), Interest (X 2), desire (X 3), Confidence (X 4) and Action (X 5) influence on purchasing decisions Top Coffee (Y). Fhitung value of 16.361. This value is greater than F table (16.361 > 2.31) and the value of sig. F 0.000% smaller than α (0.05) then the hypothesis is accepted, and the determinant of the coefficient (Adjusted R Square) of 0, 43, 7 or 44% of the variables examined. the most influential variables are dominant i.e. desire (desire) (X 3) with the contribution of 31%.