

*Effect of Advertising Attractiveness and Brand Image on Purchasing Decisions
(Survey on konsumen FEB Unpas student)*

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ABSTRACT

This research begins with the discovery of problems in the purchase decision, the problem in this study is the low purchase decision caused by advertising attractiveness and brand image.

This study to find out the effect of advertising attractiveness and brand image on purchasing decisions (survey on consument FEB Unpas student) simulataneously or partially. The research methods with a total sample of 97 respondents. Research instruments testing are using validiy and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficients of determination.

The results showed that there was a positivew and significant effect between advertising attractiveness ang brand image on purchasing decisions. The magnitude of the effect of advertising attractiveness and brand image on simultaneous purchase decision is 57,7% and the rest 42,3% are influenced by other unexamined variables. Partially, the influence of advertising attractiveness on purchase decisions is 35,2%and the of brand image on purchase decisions process is 22,5%, so it can be conculded that advertising attractiveness provides the greatest influence on purchase decisions.

Keyword: Advertising Attractiveness, Brand Image and Purchasing Decisions