

ABSTRACT

Today, the development of technology and the Internet (Inter Connected Network) has been growing and has become one of the media used for various purposes. One example of the usefulness of technology that utilizes the internet is electronic commerce or commonly called e-commerce. In 2016 an agency that counts the number of website visitors, Alexa.com. States that there are 10 e-commerce sites frequented by Indonesians. The result of the calculation is that Bukalapak is the most visited e-commerce site. Bukalapak in August 2016 issued an advertisement used as a promotion used to attract the attention of buyers and prospective buyers. However, after the advertisement was released there was a decrease in customer visits to the buccal site. This study was conducted with the objective of knowing the effectiveness of a bumper ad with the title "Jadilah Pahlawan untuk Satu Juta UKM di Bukalapak" on youtube and its influence on purchasing decisions. This research uses EPIC Model as effectiveness calculation method and Multiple Linear Regression as a method to know the influence of EPIC dimension to purchasing decision. The results of this study prove that the bail ads are effective with the value of 3,001, and also the dimensions of EPIC affect the purchase decision simultaneously, while for the dimension Persuation affect purchasing decisions both simultaneously and also partially. The dimension of EPIC influences the purchasing decision by 45.9%, while the remaining 54.1% is influenced by variables outside the research variables.

Keywords: Ad Effectiveness, EPIC Model, and Purchase Decision.