

ABSTRACT

Companies advertise their products aimed at getting the attention of consumers who then make purchases, therefore the advertisements made by the company must be able to inform, persuade and remind consumers in a good and attractive manner so that consumers get stimulation from these advertisements that encourage consumers to make purchases. In 2018, all categories in shopee experienced a decline in sales. The impact on the company if it has a low level of purchasing decisions will cause a decrease in company revenue.

This study aims to see the influence of Television and Social Media Advertising on Purchasing Decisions at Shopee.

The object of this research is Shopee's customers. Data collection was obtained through distributing questionnaires to 400 respondents. Data analysis in this study using Multiple Linear Regression Analysis.

Based on the results of the research, it was stated that there was a significant positive effect of Television and Social Media Advertising on Purchasing Decisions at Shoppe. The effect obtained is 75.7%.

Based on the analysis of respondents' responses regarding the advertising variables studied, in general the suggestions given to Shopee are regarding the quality of advertisements on television media in order to improve video quality. Because the video dimensions get the lowest research compared to other dimensions.

Keywords: Advertising, Television Media, Social Media, Purchasing Decisions, and Shopee