

ABSTRAK

Penelitian ini bertujuan untuk menganalisis iklan melalui media sosial terhadap keputusan pembelian dan untuk mengetahui faktor-faktor yang dapat mempengaruhi keputusan pembelian Hp Samsung pada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Jember. Penelitian ini deskriptif kuantitatif. Data primer diperoleh dari penyebaran secara langsung kuesioner kepada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Jember. Teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel sebanyak 75 responden. Data lainnya didapatkan dengan cara melalui observasi dan studi kepustakaan. Adapun metode yang digunakan adalah regresi linear berganda. Hasil penelitian menyatakan bahwa keputusan pembelian Hp Samsung pada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Jember adalah variabel independen hasilnya yaitu *Attitude Toward The Ad* berpengaruh signifikan namun variabel keputusan pembelian, sedangkan variabel *Ad Recall* dan *Clik Thought Rates* tidak berpengaruh terhadap keputusan pembelian Hp Samsung pada mahasiswa Fakultas Ekonomi dan Bisnis di Universitas Muhammadiyah Jember.

Kata Kunci : *Attitude Toward The Ad, Ad Recall, Clik Thought Rates.*

ABSTRAK

This study aims to analyze advertisements through social media on purchasing decisions and to determine the factors that can influence the purchase decision of Samsung cellphones in students of the Faculty of Economics and Business at Muhammadiyah University of Jember. This research is descriptive quantitative. Primary data were obtained from direct distribution of questionnaires to students of the Faculty of Economics and Business at the University of Muhammadiyah Jember. The sampling technique used purposive sampling with a sample of 75 respondents. Other data obtained by means of observation and literature study. The method used is multiple linear regression. The results of the study indicate that the decision to purchase Samsung cellphones for students of the Faculty of Economics and Business at Muhammadiyah University of Jember is an independent variable, the result is Attitude Toward The Ad has a significant effect, but the purchase decision variable, while the Ad Recall and Klik Through Rates variables have no effect on purchasing decisions for Samsung cellphones student of the Faculty of Economics and Business at the University of Muhammadiyah Jember.

Keywords : Attitude Toward The Ad, Ad Recall, Klik Through Rates.

