

## INTISARI

Penulisan ini untuk mengetahui pengaruh kreativitas iklan televisi terhadap keputusan pembelian produk kartu perdana Axis di Yogyakarta. Penelitian ini menggunakan metode kuisioner dan menggunakan 100 orang sebagai sample. Dengan menguji analisis regresi linear berganda. Kemudian menggunakan perhitungan korelasi untuk menguji pengaruh kreativitas iklan televisi terhadap keputusan pembelian. Sedangkan pengujian data menggunakan uji validitas, uji reliabilitas. Hasil dan penelitian ini menunjukkan bahwa variabel kreativitas iklan televisi terhadap keputusan pembelian memiliki pengaruh yang positif. Terlihat korelasi antara variabel iklan 0,786 yang berarti hubungan antara kreativitas iklan televisi dan keputusan pembelian sangat kuat dan bernilai positif. Kreativitas iklan televisi berpengaruh sebesar 61,7% terhadap keputusan pembelian kartu perdana Axis.

Kata kunci : Kreativitas Iklan Televisi, Keputusan Pembelian, Korelasi, Regresi Berganda.

## **ABSTRACT**

*The purpose of this paper is to know the influence of television advertising creativity against the decision of the purchase Prime Axis card in Yogyakarta. This research is using a method by giving questionnaire and also takes 100 people as the sample. By testing a simple linear regression analysis. And this paper also using the correlation calculation to test the influence of television advertising creativity against the purchasing decision. While the testing of the data is using the validity test, reliability test. The results of this research shows that television advertising creativity against the variable purchase decisions have a positive influence. The correlation between the advertising variables is 0.786 which means the relevance between creativity and television advertising purchase decision is very strong and positive. The creativity of television advertising gives of 61.7% effects against the decision of the purchase Prime Axis card.*

*Keywords: creativity of television advertising, purchasing decisions, a simple Linear Regression, Correlation*