

ABSTRACT

The title of this research is influence of advertising through social media on purchasing decisions of Hijack Sandals products. The purpose of this study was to determine the response of consumers regarding the implementation of advertising through social media by Hijack Sandals, to determine the response of consumer purchasing decisions on Hijack Sandals products, and to determine how much influence advertising through social media on purchasing decisions of Hijack Sandals products. The research method is explanatory method. Using library research to obtain the secondary data, and doing an interview and using questioners to obtain primary data distributed to 100 respondent. The result of this research shows that advertising through social media and product purchase decision is good, because the overall average value is 3,47 and 3,61 which is in the interval 3,40 – 4,19. While the results of analysis calculation shows a correlation of 0,728, which means the relationship between advertising through social media with the product purchasing decisions are within the level of strong relationships, determination coefficient of 52,99%, which means advertising through social media has contributed to the purchase decision. The results of the analysis of the hypothesis using the t test showed there is the influence of advertising through social media on purchasing decisions of Hijack Sandals products.'