

ABSTRACT

The purpose of the research to see whether this ad is an ad that is effective in marketing by using EPIC (Empathy, Persuasion, Impact, Communication), while also using multiple regression analysis to see if this ad is able to convey an educational message (Transfer Knowledge) to their customers. Types of research conducted by distributing questionnaires to a sample of 50 respondents. Sampling technique with purposive sampling. The results of the EPIC model of stating that the variable Impact is the most dominant factor of 4.16. Hypothesis testing using multiple regression analysis with SPSS vers . 17.0. This study qualifies the validity, reliability, normality, multicollinearity, and regression analysis of test results obtained heterokedasitas R value of 0.568, indicating that the relationship between the decision to purchase a fifth independent variable is high, and from the ANOVA test (t test) of the five variables states that education variable has a appropriate level of significance and can influence purchasing decisions.

Keywords : Purchase Decision , Advertising , EPIC , Education