

ABSTRACT

The purpose of this research to analyze the effect of advertisement on cigarettes buying decision by teens in Palembang. The population of this study were all the teenagers aged 12 - 25 years who smoked and lived in Palembang. This study involve 100 respondents. The data obtained by questionnaire with purposive sampling. Data was analyzed by SPSS v.22. The result of this research is known that advertisement unsignificantly effect on cigarettes buying decision by teen in Palembang ($0.297 > 0.05$)

Keyword: Advertisement and buying decision