

ABSTRACT

This research aimed to analyze whether television ads influence the purchase intention on Smartphone Samsung in Palembang. 96 respondents selected as samples in this research using purposive sampling method. Data analysis techniques used in this study is a simple linear regression analysis to determine the effect of television ads in purchase intention of Samsung Smartphone. Research results showed that the television advertising has positive influence in purchase intention on Samsung Smartphone products. Where television ads could explain 12.3% purchase intention, while the other 87.7% can be explained by other variables

Keywords: Television ads, purchase intention, Smartphone Samsung, Palembang