

**EFFECT OF ADVERTISING EFFECTIVENESS AND BRAND IMAGE
ON THE PURCHASE DECISION TO HUMANS POMADE**

(Case Study of Consumer Humans Pomade)

ABSTRACT

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This study aims to determine and explain the *effect of advertising effectiveness* and *brand image* on purchasing decisions on users of human pomade products in Jombang. The research uses an explanatory research method which is carried out through data collection in the field. the population is users of human pomade products in Jombang with a research sample of 100 people, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on research shows that *Advertising Effectiveness* is able to improve purchasing decisions for Humans Pomade products and *Brand Image* is able to improve purchasing decisions on Humans Pomade products.

Keywords: Advertising Effectiveness, Brand Image and Purchase Decision