

THE EFFECT OF ONLINE ADVERTISING EFFECTIVENESS ON BUYING
INTEREST IN BUKALAPAK. (COMMUNITY STUDY IN BANDAR
LAMPUNG CITY)

By :

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ABSTRACT

This study aims to determine whether the effectiveness of *online advertising* influences the purchasing interest in Bukalapak among the people of Bandar Lampung. This type of research is quantitative research. The sample in this study is the people of Bandar Lampung. Therefore, the number of samples in the sample is unknown, therefore the researcher used the statement according to Ferdinan (2002) in Hisamsyah (2015), thus obtaining the number of respondents 102. The instruments used in this study were questionnaires and simple regression analysis. The results show that the effectiveness of online advertising has a significant effect on purchasing interest in Bukalapak.

Keywords: Effectiveness of *Online Advertising* , Purchase Interest.