**PENGARUH MEDIA IKLAN, GAYA HIDUP, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KOSTUM BOLA SECARA *ONLINE* DI KOTA PADANG**

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**ABSRTACT**

*This research is aimed to examine empirically the effect of advertising media, life style, and price on purchasing decision. The number of sample was used one hundred respondents by performing purposive sampling. The technique of data analysis by used multiple linear regresion, from the data analysis, it is obtained that independent variables (advertising media, lifestyle and price) was influence to purchasing decision. To determine the contribution of independent variablethe result of coeficient determain was eighty-eight point two percent, this shows that the influence of advertising media, life sytle and price on purchasing decision by online jersey is eighty-eight point two percent, and the rest of eleven point eight percent was influence by the other variables.*

***Keyword: advertising media, life style, price and purchasing decision***