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JUDUL: “Pengaruh Nilai Informasi, Isi Pesan dan Desain Iklan Terhadap Keputusan Pembelian Melalui Sikap Konsumen Pada Iklan IndiHome Di Samarinda”

ABSTRACT

Along with the advances in the world of technology, the field of telecommunications is also progressing very rapidly. Communication is an important thing that is thought to help human life and since the internet is the primary requirement, nearly all of mankind uses advanced technology called the Internet. Hence comes the wide range of supporting tools to get the internet facility.

The purpose of this study was to analyze the factors that influence purchasing decisions by consumers' attitude towards advertising IndiHome in Samarinda.

This study used a survey method involving 125 respondents. Data collection was performed by using the distribution of questionnaires. Data were analyzed with SEM method with application LISREL to obtain the results of the analyzed data.

The analysis showed that the value of information, message content, and advertising design positively affect on purchasing decisions by consumers' attitude towards advertising IndiHome in Samarinda.

Keywords:

The value of information, message content, advertising design, and purchasing decisions.