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The Impact of Content of SMS Advertising by Service Providers Telkomsel on Consumers' Attitudes, Study of: Students of Faculty of Economics Andalas University



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Abstract

In this modern era, technology has experienced rapid progress. Many hi-tech products have been created as the result of having so. One of those hi-tech products is mobile phone. Recently, mobile phone already progressed significantly as well, whether in terms of technology, design, features or applications. The number of mobile phone users in Indonesia exploited by marketers to advertise their products through SMS. Telkomsel is one company that provides advertising services via SMS. This research investigated about the impact of content of SMS advertising by service providers Telkomsel on consumers' attitude with study The data obtained through questionnaire. The samples were drawn from 350 students. The data analysed by using SmartPLS 2.0. In this research there are 2 variables; those are independent variables which are entertainment, informativeness, irritation and credibility. The dependent variable which is consumer attitudes. The findings indicated that in this research, only three correlations: entertainment to customer attitude, informativeness to customer attitude and credibility to customer attitude has positive and significant influence in each correlation. But another correlation which is irritation to customer attitude has insignificant influence.

Keywords: *Mobile Phone, Advertising, Short Messages Service (SMS), Consumer Attitudes*

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