

ABSTRACT

Telkomsel's Display Advertising Services has been used by advertisers to promote their products to customers, this service itself is commercially implemented since 2010. However, until now there has not been analysis of display advertising campaign that used by advertisers, it is necessary to know the interest of customers in buying the products offered by advertisers.

This research is aimed to understand the influence of display advertising service to the intention to buy purchasing interest of PT Telkomsel customers. The independent variable used in this research is Attitude Toward Online Ads, Ability to Recall Online Ads, and Frequency of Clicking Online Ads. While the dependent variable used for this study is intention to buy of PT. Telkomsel subscriber.

Using data analysis of 103 questionnaires that distributed to customers taken in the first semester of 2017, total of questionnaire was obtained that can be used in a total of 94 questionnaires. Data analytic for this research using SPSS ver 24.0.

The results of this study indicate all independent variables such as Attitude Toward Online Ads, Ability to Recall Online Ads, and Frequency of Clicking Online Ads all positively influence not only partially but also together to dependent variable (intention to buy of PT. Telkomsel subscribers).

Based on this research, the variable ability to recall online ads has the highest and significant standardized coefficients of 0.394 and prob. Sig of 0.000. So the company is expected to pay attention to the factors that exist in the variable ability to recall online ads to provide services as expected by the customer.

Keywords: *attitude toward online ads, ability to recall online ads, display advertising, intention to buy*