

## **ABSTRACT**

Indonesia entered top ten countries for having lot of internet users and higher of ad spends. However, Indonesia has a low rate of ad spending. The purpose of this study was to find out the attitude of Indonesian internet users toward website advertising, and the relation between belief factors, ATWA, and consumers' behaviour.

Moreover, this research could help the designer and marketer to create the advertising strategy. The research method was quantitative with descriptive analytic. Data were collected randomly using questionnaire. Structural Equation Modeling used to analyze the data.

The result shows that the internet user still believe that website advertising is giving a good information, specially information about new products and help the users to aware of newest fashion trend. But internet users didn't think that website advertising was something that entertain, even tend to be annoying, specially because of the amount is too much. Over all, internet users think that website advertising was something that unnecessary. Therefore, designer and marketer were suggested to create an attractive ads, pleasing ads, and doesn't interfere with the internet users, set the number of ads, provide the latest information and good ads..

Keywords: Advertising, Internet, Belief, Attitude, Consumer behaviour, Web, Indonesia.