

ABSTRACT

The object of this research is customer of PT. Excelcomindo Pratama, Tbk resided in Bandung area. The high amount of XL customer has opened some chances for market agents to carry out the effective and efficient marketing strategies, such as through SMS Broadcast. But practically, it obtains bad responses from customer side. Therefore this research is done to formulate the effective SMS Broadcast for XL customer, especially in Bandung area.

In this research, the data collecting is carried out with survey method through questionnaire distributed to customer of XL prepaid card in Bandung Area. The questionnaire distribution is using convenience sampling method and rule of thumb theory also Gervitz theory in determining sample size. The questions is consisted of two parts, which are customer profile and Consumer Attitude Toward Advertising Via Mobile Device (customer attitude) measuring respondent perceived value toward these variables, such advertising value, entertainment, informativeness, irritation, credibility, and frequency of exposure variable.

The result of this research shows those six variables are significantly influencing toward Consumer Attitude Toward Advertising Via Mobile Device. The higher of advertising, entertainment, information quality, and credibility value not only from information side but also the advertiser, and the lower of irritation value and the amount of messages sent, they could form some good attitudes from customer in receiving SMS Broadcast Program.

Based on the influencing variables to Consumer Attitude Toward Advertising Via Mobile Device, the SMS Broadcast Program is convinced that aimed at increasing customer attitude so that the information communication or advertisement become effective. This SMS Broadcast Program also recommends some ways such adopting permission based system, incentives based, and location based, also adding value added service, and doing innovation of the previous program.

Keywords: Customer attitude, SMS Broadcast, cellular telecommunication