

Abstrack

This study measured the effectiveness of mobile broadband Internet service ads XL displayed through television, radio, and print. There are some ads that delivered disappointing XL consumers for violating the code of ethics in Indonesia in addition to delivery of advertisements that appeal of respondent's advertisements XL broadband mobile Internet service is less attractive than the advertisement provider Telkomsel and Indosat of preliminary research studies.

This study measuring the effectiveness of mobile broadband Internet service ads to find weaknesses XL XL ads based provider of consumer perceptions. Then, researching consumer behavior and judgments in using mobile internet services and broadband XL establish the most effective media campaign for mobile broadband Internet service ads XL. Meanwhile, the method used to measure advertising mobile broadband Internet service that is EPIC models that are triggered by Nielsen. This model has four dimensions include: emphaty, persuasion, impact, and communication where each dimension is measured on a weighted scale that has been determined.

The results of this study to determine the most effective media campaign in the delivery of advertising messages XL broadband mobile Internet service that is the medium of television with the effectiveness of (3.25) followed by print media (3.09), and radio (2.82). Furthermore, consumer behavior in use of mobile broadband Internet services for (1 <h) (63%) whenever akeses internet via mobile phone. In addition, most consumers use the browsing services (54%) to obtain information. Finally, respondents' assessment of the quality of mobile services in the XL broadband internet access speed, diversity of content and applications and registration procedures are less satisfactory than the consumer provider Telkomsel and Indosat.

Keywords: EPIC Model, Advertising Effectiveness, and Consumer Behavior