

ABSTRACT

This research aims to answer complaints from users of the service SMS ad Telkomsel Telkomsel. The measurement of consumer attitudes towards advertising can dikur with some factors that can arise from SMS advertising i.e. entertainment, informativeness, irritation, and credibility, while consumer behavior can be measured with indicators that can affect personal and consumer psychology.

With regard to the objectives to be achieved, the data in this study were taken using convenience sampling. The sample in this research is a society of Bandung as much as 124 respondents. This sample taken based on the results of the calculation of the 5-time indicators used in this study.

Items stated in this research question meets the criteria of validity and reliability, so that the data collected have ensured good quality and meet the eligibility criteria so that it can be tested with the statistical tools of any kind. The methods used to solve problems in this research is descriptive analysis method using techniques scoring score ideal and then put on the criteria line continuum.

The results in this study show that the ideal score on the assessment done variable entetainment, credibility, informativeness, and attitude are at criteria quite good but there are a number of indicators are still a problem for consumers, while the irritation is on criteria agreed, and consumer behavior are on the criteria that is not good. Based on the results of this research, then the advice that can be given is the Telkomsel should improve the service of SMS advertising in particular on indicators that are still a problem for consumers, because existing program of Telkomsel SMS advertising proven still disturb the convenience most Telkomsel consumers in Indonesia.

Keywords: SMS Advertising, Consumer Attitudes, Short Messages Services (SMS)