

ABSTRACT

This study aims to determine the effect of price discounts, free gifts, and social media marketing on the AIDA model (Attention, Interests, Desires and Actions) on Huawei premium smartphone products. To achieve these objectives, the research method used is quantitative. The variables analyzed are price discounts, free gifts, and social media marketing as independent variables, attention, interests, desires, and actions as dependent variables.

The number of samples analyzed were 400 respondents as Huawei premium smartphone users distributed in Indonesia. The sampling technique used was purposive sampling. Methods of data collection by questionnaire (Likert Scale), interviews, and literature study. The data analysis technique is done through the analysis of Structural Equation Modeling (SEM) models that are processed with SmartPLS 3.0.

The results showed that the discount price promotion tool had a significant positive relationship on attention, interest, and desire. But it does not have a significant positive relationship to variable actions. Meanwhile, free gifts have a positive and significant relationship to attention, desires, and actions. But it does not have a positive and significant relationship to interests. In addition, social media marketing has a positive and significant relationship to attention, interests and desires. But it does not have a positive and significant relationship to action.

Keywords— price discount; free gift; sosial media marketing; model AIDA