



INTISARI

Saat ini telepon genggam sudah menjadi bagian penting dari individu dan waktu pelanggan berinteraksi dengan telepon genggam semakin banyak. Perubahan pola penggunaan telepon genggam memicu berbagai pihak untuk melihatnya sebagai kesempatan dan peluang. Dunia periklanan dan operator telekomunikasi mengambil peluang ini melalui *mobile advertising*. Pengiklan dan operator perlu mengetahui faktor yang memengaruhi sikap positif pelanggan terhadap *mobile advertising* supaya dapat membuat strategi yang baik dalam merancang promosi dengan *mobile advertising*.

Faktor personalisasi, kenyamanan, kredibilitas dan hiburan tidak berpengaruh positif pada sikap pelanggan terhadap *mobile advertising* di Indonesia. Sedangkan faktor informatif dan manfaat keuangan memberikan pengaruh positif pada sikap pelanggan terhadap *mobile advertising* di Indonesia.

Kata kunci: *Mobile Advertising*, Perilaku Konsumen, personalisasi, informatif, kenyamanan, kredibilitas, hiburan, manfaat keuangan



ABSTRACT

Today, mobile phones have become an important part of the customer's life and the time customers interact with mobile phones is increased. Changing patterns of mobile phone use triggers various parties to see it as an opportunity. The world of advertising and telecom operators take these opportunities through mobile advertising. Advertisers and operators need to know the factors that influence positive attitudes toward mobile advertising so they can make a good strategy in designing a mobile advertising campaign.

The results, conducted on 200 mobile phone user, showed that personalization, irritation, credibility and entertainment influence in developing positive attitude toward mobile advertising in Indonesia. Informativeness and financial benefits are influential in developing positive attitude toward mobile advertising in Indonesia.

Keywords: mobile advertising, customer behavior, personalization, informativeness, irritation, credibility, entertainment, monetary benefit.