

ABSTRACT

The development of increasingly rapid communications system brings a impact to the world of advertising. This is because to the large opportunity for companies to market their products in the form SMS advertising. Effects of SMS advertising not yet considered important by most companies. This study aimed to determine the influence of consumer attitudes to effectiveness SMS advertising at the PT. Telkomsel of the Faculty of Communication and Business, University of Telkom The research method used was survey method, quantitative descriptive research approach through a questionnaire to 100 students used providers PT. Telkomsel of the Faculty of Communication and Business, University of Telkom . Techniques of data analysis using simple linear regression analysis. Based on the results of the descriptive analysis of the consumer attitudes variables considered good by 68.83% and the value of the effectiveness SMS advertising variable has a value equal to 69.78% which includes effective. Based on the results of hypothesis testing, it can be seen that the consumer attitudes affect the effectiveness SMS advertising of the Faculty of Communication and Business, University of Telkom .It is known based on the calculation of the coefficient of determination the influence of consumer attitudes by 67.1% while the remaining 32.9% influenced by variables or factors outside the research variables. The results of the overall study concluded that the consumer attitudes have positive and significant influence on effectiveness SMS advertising.

Keywords: consumer attitudes, effectiveness, SMS advertising,