

ABSTRACT

On the 4th quarter of 2015, Asus smartphone market share reaches 21 %. Its market share also make Asus as the smartphone market leader in Indonesia. Implementation of internet marketing communication become one of the factors driving market share increasing. The goal of this study is to examined what extent the AISAS (Attention, Interest, Search, Action, Share) model on Asus Zenfone Users in Indonesia.

AISAS is a comprehensive model that anticipates the diverse behaviors of modern consumers. It suggests that a company should not only rely on advertising but also relationship between the company and its consumers. Marketers must strategically design a mechanism that will guide consumers to visit official website, then motivate them to search. It is important for marketers to provide brand experiences so that the consumer will empathize with the brand and want to make the purchase. Afterward, consumers will be gladly share their experiences on the blogs or social media, and increase the intensity of word-of-Mouth communications.

This study requires a sample of 400 respondents who are current users of Asus Zenfone. Study area covers the entire Indonesian territory. Questionnaire is the data collection method that used for this study. This questionnaire will be distributed electronically to social network sites/apps and online forums that discuss about Asus Zenfone. In addition, study questionnaire is also distributed directly to friends and family members. Data analysis method used is descriptive statistics which aims to calculate the percentage of each sub-variables (attention, interest, search, action, and share) and overall of AISAS.

Based on data processing result, it can be seen that attention (74,4%), interest (77%), search (78%), action (75,7%), and share (72,9%) of Asus Zenfone users are in good category. As well as the overall of AISAS which on the good category. Thus, study result shows that most of Asus Zenfone users have implemented AISAS model in the sustainability of their consumption behavior. And this study result showed that strategy of internet marketing communication by Asus Zenfone have done well.

Keywords: *Asus, Asus Zenfone, Quantitative, AISAS, Non-probability Sampling.*