

Abstract

The telecommunications industry is one of the industries that experienced an increase in growth when the economic downturn in 2016. The development of the telecommunications industry has an impact on the number of Internet users in Indonesia. The most widely used device to access the internet is the mobile device. A large number of the user of the mobile device gives mobile operators opportunity to offer their products while creating competition among players.

One of the mobile operators in Indonesia is PT XL Axiata (XL). On running its business, XL is confronted by competition. With the existing competition, XL requires a marketing strategy. A marketing strategy that can be done is advertising. Advertising that caught an attention of the XL consumers is XL Combo Package ad on YouTube. Therefore the research about XL advertising on YouTube is needed.

The purpose of this research is to know the implementation of XL advertising, especially Xtra Combo Package on YouTube media in Bandung, to know purchase decision especially Xtra Combo Package on YouTube media in Bandung, to know how much influence of attention, interest, desire, and action applied to XL Combo Package advertisement on YouTube partially to purchase decision of XL Combo Package in Bandung, and to know how much influence of attention, interest, desire, and action applied to the XL Combo Package ad on YouTube simultaneously to the purchase decision of XL Combo Package in Bandung.

The method used in this study is quantitative, by distributing questionnaires to 160 respondents. The sampling technique used is nonprobability sampling with purposive sampling and data processed using SPSS version 21 for Windows operating system. The data analysis technique used is multiple linear regression analysis. The independent variable used is advertising with sub-variable of attention, interest, desire, and action. Therefore the dependent variable used is purchasing decision.

There is a significant influence towards purchasing decisions on attention (X_1), interest (X_2), and action (X_4). But the sub-variable desire (X_3) has no significant effect. The coefficient of determination is 36.6%. These findings show

that the consumer purchasing decision of the Xtra Combo Package in Bandung is 36,6%. The rest of 63,4% is influenced by another factor that is out of scope.

Keywords: Ads on YouTube, Purchase Decision, PT XL Axiata