

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Computer Science
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Odd Semester 2019/2020*

STUDY AND ANALYSIS OF ADVERTISING ON SMARTPHONES TOWARDS ITS USERS (CASE STUDY WORKING STUDENTS OF BATAM CITY)

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ABSTRACT

The use of smart phones in recent times has become part of the needs and lifestyle of students in Batam in their daily lives. This can be an opportunity for marketing to create online advertisements for products or services on smart phones according to the needs of students. This research was conducted with the aim to analyze the effect of advertising on smart phones on student workers in Batam City by using proportional area based sample techniques. The research model used was the Martins Orús research model or the collaboration of variables between two different research models. The method used in this research was quantitative research. Data collection techniques was employed using a questionnaire in the form of Google distributed in the form of links to students from Universitas Internasional Batam, Universitas Riau Kepulauan, Universitas Putera Batam, Universitas Universal, dan Universitas Batam. The research sample that was obtained amounts to 405 respondents that they were then analyzed using SPSS software version 25. The results of this study shows that the value of advertising significantly influences purchase intentions, attitudes towards products and brand awareness of student workers in Batam City compared to the quality of online advertising on smart phones. It can be concluded that millennial generation students in Batam City currently need more benefits from advertising and are interested in entertainment on advertisements on smart phones compared to the quality of the design and information conveyed on advertisements.

Keywords: *Smart Phone Ads, Advertising Value, Purchase Intention, Attitude Toward the Product, Brand Awareness*