

ABSTRACT

Various cellular provider's ad impressions decorate a variety of television media to influence consumer buying interest. Cellular providers are competing to offer superior products through advertising messages it conveys. With a creative advertising and requirements for information about a product, can affect consumer buying interest. Smartfren is a technology-based mobile operator CDMA (code division multiple access). As a provider of telecommunications services and Internet data access, PT. Smart telecom reaffirmed its commitment to be the best service providers, leading and fastest. Similarly, the message 'I Hate Slow', a form of statement that the card smartfren be one solution to overcome the slow data communication or later. The purpose of this study was to describe and analyze the influence of a positive and significant association between exposure to advertising smartfren 'I Hate Slow' on buying interest among students STMIK Amikom Yogyakarta. Theory is a theory that is used hypodermic needles, in which the theory assumes that the communication component is very powerful in influencing the communication through the mass media directly, quickly and has a powerful effect. This type of research is quantitative with survey method and questionnaires. The number of sample of 95 respondents that students STMIK Amikom Yogyakarta. With the techniques of data analysis product moment correlation and simple regression with SPSS 15. Based on the research, the results of hypothesis testing using simple regression analysis showed that the effect of advertising exposure smartfren I Hate Slow on television (R^2) of 0.099. Which means that exposure to advertising smartfren I Hate Slow can give a pretty good influence on buying interest smartfren card. Between exposure to advertising influences smartfren I Hate Slow to variable interest in buying among college students Amikom Yogyakarta STMIK of 9.9%. While the obtained results of product moment correlation of 0,315, although relatively low but definite intervals. Under these conditions, the hypothesis used in this study tested or accepted truth, that there is a significant and positive effect between exposure to advertising smartfren I Hate Slow on buying interest among students STMIK Amikom Yogyakarta.