

PENGARUH PENGGUNAAN *MOBILE ADVERTISING* “MARTABAK RAJA” MELALUI IKLAN *SMS (SHORT MESSAGE SERVICE)* *LOCAL BASED ADVERTISING* TERHADAP PERUBAHAN PERILAKU KONSUMEN
(Survei pada mahasiswa Universitas Muhammadiyah Prof. DR. Hamka Kampus Limau)

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ABSTRAK

Latar belakang penelitian ini karena semakin banyak persaingan usaha khususnya dibidang kuliner membuat pengusaha memanfaatkan perkembangan *mobile technology* sebagai kegiatan *mobile advertising* melalui iklan SMS (*Short Message Service*) *Local Based Advertising* agar lebih unggul dibanding dengan pesaingnya. Pengiriman SMS *Local Based Advertising* ini sesuai dengan lokasi konsumen berada. Penulis menggunakan teori S-O-R (Stimulus-Organisme-Response) sebagai dasar acuan teori yang sesuai dengan masalah yang ingin diteliti. Tujuan penelitian ini untuk mengetahui seberapa besar pengaruh penggunaan *mobile advertising* “MARTABAK RAJA” terhadap perubahan perilaku konsumen (survei pada mahasiswa Univ. Muhammadiyah Prof. DR. Hamka Kampus Limau). Metode penelitian yang digunakan adalah kuantitatif dengan jenis eksplanatif. Pengambilan sampel sebanyak 98 responden dengan menggunakan teknik *accidental sampling*. Metode pengumpulan data yang digunakan dengan penyebaran kuesioner. Hasil penelitian menunjukkan bahwa perhitungan t hitung $>$ t tabel yaitu $5,655 > 1,658$ maka H_0 ditolak dan H_a diterima. Dan dari hasil uji determinasi menggunakan SPSS versi 21 dapat disimpulkan bahwa terdapat pengaruh antara variabel X dan variabel Y sebesar 46,6%. Sementara 53,4% lainnya dipengaruhi oleh faktor lain yang tidak disertakan dalam penelitian ini. Dengan demikian dapat disimpulkan terdapat pengaruh yang signifikan antara penggunaan *mobile advertising* “MARTABAK RAJA” terhadap perubahan perilaku konsumen (survei pada mahasiswa Universitas Muhammadiyah Prof. DR. Hamka Kampus Limau)

Kata Kunci : *Mobile advertising*, Iklan *SMS Local Based Advertising*, Perilaku konsumen

**THE INFLUENCE OF THE USE OF MOBILE ADVERTISING "MARTABAK
RAJA" THROUGH ADVERTISING SMS (SHORT MESSAGE SERVICE)
LOCAL BASED ADVERTISING TO CHANGES IN
CONSUMER BEHAVIOR**

**(Survey on student University of Muhammadiyah Prof. Dr. Hamka
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ABSTRACT

The background of this research as more business competition in particular in the field of culinary make employers utilizing the development mobile technology as the activities of mobile advertising through advertising SMS (Short Message Service) Local Based Advertising to be more superior compared to its competitors. SMS sending Local Based Advertising in accordance with the location of the consumer is located. The author uses the theory of S-O-R (Stimulus-Organism-Response) as a base reference point theory that corresponds to the problem who wants to canvassed. The purpose of this research is to know the extent of the influence of the use of mobile advertising "MARTABAK RAJA" to changes in consumer behavior (survey on students of Univ. of Muhammadiyah Prof. Dr. Hamka Campus Limau). The research method used was the type of quantitative eksplanatif. Sampling as much as 98 respondents using accidental sampling. Method of data collection used by the dissemination of the questionnaire. The results showed that the calculation of t calculate $>$ t table i.e. $5.655 > 1.658$ then H_0 denied and H_a is received. And from the results of the determination of the test using SPSS version 9 it can be concluded that there are influences between variables X and Y variables of 46.6%. While 53.4% more influenced by other factors not included in this study. Thus it can be concluded there was significant influence between the use of mobile advertising "MARTABAK RAJA" to changes in consumer behavior (survey on students of University of Muhammadiyah Prof. Dr. Hamka Campus Limau)

Keyword : Mobile advertising, SMS Advertising Local Based Advertising,
consumer behavior