

ABSTRACT

From the result reseach "The Influence Adverstising Stimulus and Personal Selling Toward decided Consumer to Using Mentari Card" This reseach about for 100 (one hundred) person respondends that using Mentari card there are living around Depok region with Judgement Sampling method and data analysis using multiple regression and correlation analysis concerning for five variables including : advertisement, personal selling, attention, perception and repurchase intention then knowing that decided to using Mentari card most determine from sellular operator activity within adverstisement broadcast (advertising stimulus). Activity in advertising and and personal selling both have related to significant toward or for to attention with coeffecient value 0.000 less than significant level 0.05, such also too personal selling activity that have coeffecient value 0.007 less than significant level 0.05 with regression coeffecient test (t-test) for advertising stimulus have value is 3.568 and personal selling is 2.371 there are both have coeffecient large than t-table with value 1.960 that meaning both regression coeffecient are significant. That are significant value advertising stimulus is 0.001 and personal selling is 0.02 or to do in place under significant level 0.05 that meaning adverstising stimulus and personal selling gives really influences to significant concerning consumer attention.

Attention for consumer properties also will to influence toward perception that there is consumer mindset thinking about Mentari card where the mind consumer was build perception for product using have economical talking tarif, fitur excellent and top brand, strong in signal, and much sms reward. Relationship between attention and perception have stong enough, with correlation coeffecient value is 0.425. Attention have significant influence toward consumer perception with give significant value is 0.000 (under so far or less than significant level 0.05).

Perception was building according to significant have influence toward repurchase intention because preception was build will to push consumer for action to prime choice using Mentari card as daily communication instrument nowing and future. Relationship between are strong with correlation coeffecient value is 0.666 and perception influence significant concerning repurchase intention with significant value is 0.000 less than significant level 0.05.

Keyword : adverstising stimulus, personal selling stimulus, attention, perception, and repurchase intention