

## ***ABSTRACT***

*The purpose of this study was to determine the effect of mobile sms advertising 'Indosat' on the phone and take advantage of interest sms advertising on product purchase decision with purposive sampling.*

*Review of methods of research used survey and type research is causal, questionnaire data collection techniques and literature review, quantitative analysis methods, and interpretation using structural equation modeling analysis.*

*The results showed mobile sms advertising 'Indosat' telephone direct positive effect on interest in the use of SMS, then sms mobile advertising 'Indosat' on the phone direct positive effect on product purchase decisions, and use of research for the benefit of sms advertisement showed no influence on product purchase decisions.*

**Keywords:** *sms advertisement, intention use, purchase decisions.*