

ABSTRACT

This study aims to give some answer for the problems experienced of low market share of Android OS smartphone with the object of research products in Indonesia Samsung Galaxy Series by testing the effect of product appeal, brand image and appeal of advertising on consumer buying interest netizen on this product.

Samples in this study amounted to 100 people drawn from respondents netizen who lives in Semarang. By using multiple linear regression with the software SPSS for Windows version 16, obtained a result which buying interest in the brand image and appeal of advertising has a positive and significant impact on buying interest.

From two independent variables, indicated that the appeal of advertising has the greatest influence. Therefore, the implications suggested in this study requires Samsung to further improve advertising in advance to have great appeal in the consumer's attention and then followed by an increase in the brand image of Samsung smartphone Galaxy Series.

Keywords : brand image, appeal of advertising, buying interest, and netizen