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Marketing Major

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**Effectiveness of Billboard from the consumer' perspective in  
Jakarta towards their purchase intention**

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**Abstract**

**Objectives** The objective of this study is to measure how big the effectiveness of billboard advertising perspective from the consumer point of view in Jakarta and also knowing what is success factor if company wants to use billboard as a marketing promotional tool.

**Method** The author distributed 150 questionnaires. Then analyzed the data using reliability test, simple regression analysis test, and multiple regression analysis test

**Results** The research found that billboard advertising has effect to the consumer's purchase intention and with this result, the author know what are the success factor if company wants using billboard as their marketing promotional tool.

**Keyword** Billboard advertising, Outdoor advertising, Purchase intention, Consumer attitudes, Jakarta