ABSTRACT

Internet commercial activities, or better known as e-commerce, has found its way in our way. As the growth of Internet usage skyrocketed in the past five years or so, both commercial and non-commercial organizations who have access to the Internet have poured in their marketing resources in the Internet, which makes the Internet to become a new media for both strategic and practical commercial activities. Banners are one of the advertising media on the Internet which have been used in so many Internet websites, and has found its way to become a preferred and well-loved advertising media.

Despite all of the positive things that goes around banners, some previous researches shows that banners have not received the appropriate response from Internet users, especially the WWW users who confronts banners on a regular basis. Low clickthrough level is experienced by online advertisers throughout the world. The research is conducted to recognize what are the factors that really affects Internet users, or specifically Indonesian Internet users in making a decision to take action toward banners.

Consumer behavior model is used as the base of the research. Combining the model with the 4 Ps of marketing and the 5 Ms of advertising, the research is aimed to isolate the factors that will affect a banner’s clickthrough level from the several identified possibilities. Statistical chi-square method is used as the main tools to test the potential factors that might affect a banner’s clickthrough level. Two types of questionnaire are used to gather the primary data for the research : traditional printed questionnaire and online questionnaire that was through e-mail facility. The research also test the consistency of the result which come from the two types of questionnaire used. Research scope limits the respondent for Indonesian Internet (WWW) users only, with the core respondent of those who lives in Jakarta and its vicinities.
The research eventually come a conclusion that banners are still the most preferable media for delivering commercial messages on the Internet. The banner clickthrough affecting factors has also been identified to enable online advertisers to concentrate on them to create better banners. Several suggestions has been made to further enhance banners design and placement in the forthcoming years.

**Keywords:**

Internet, banner advertisement, clickthrough level, Indonesian Internet users
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