ABSTRACT

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The objective of the research is describing whether or not Attention, Interest, Desire, and Action have influence on Customer Decision in choosing Mudharabah financing. The population used in the research is all of the customers of Madina Sharia Bank of Yogyakarta. Meanwhile, the sample collection method used simple random sampling in which the sample collection was conducted in simple random way. The data analysis method included Descriptive and Quantitative Analyses with Multiple Linear Regression Analysis technique.

The research result found that the concept of AIDA in Madina Sharia Bank of Yogyakarta consisted of Attention, Interest, Desire, and Action was significantly proven on Decision in using mudharabah financing. Meanwhile, the partial test result found that there were a correlation between AIDA implementation in Attention dimension and purchasing decision of Madina Sharia Bank of Yogyakarta, a correlation between AIDA implementation in Interest dimension and purchasing decision of Madina Sharia Bank of Yogyakarta, a correlation between AIDA implementation in Desire dimension on the decision in choosing mudharabah financing in Madian Sharia Bank of Yogyakarta and a correlation between AIDA implementation in Desire dimension on the decision in choosing mudharabah financing in Madina Sharia Bank of Yogyakarta.

Keywords: Attention, Interest, Desire, Action, Decision in using mudharabah financing