

**THE IMPLEMENTATION INFLUENCE OF ATTENTION, INTEREST, DESIRE,
AND ACTION TOWARDS CUSTOMER DECISION IN CHOOSING
MUDHARABAH FINANCING
(Case Study of Madina Sharia Bank of Yogyakarta)**

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 Madina 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