

## **ABSTRACT**

This study aimed to examine the effect of motivated sequence Dji Sam Soe version 99 Year Legendary Taste advertising to Consumer purchase intention. Attention, Need, Satisfaction, Visualization and Action is an advertising message that can influence consumers to buy. The population in this study is people in the city of Palembang. The sample was mostly people who see cigarette ads "Dji Sam Soe version of the 99-year Legendary Taste", the 100 respondents in the city of Palembang. This study used purposive sampling technique sampling. Hypothesis testing using multiple regression analysis using SPSS ver. 17.0. The test results show that the Attention, Need, Satisfaction, Visualization and Action significantly influences consumer purchase intention Dji Sam Soe cigarettes version 99 Year Legendary Taste in Palembang.

Keywords: Motivated Sequence, Attention, Need, Satisfaction, Visualization and Action , consumer purchase Intention.