

ABSTRAK

HUBUNGAN PROMO POTONGAN HARGA 1 RUPIAH OVO DALAM APLIKASI GRAB CUSTOMER DAN KESADARAN MEREK DENGAN KEPUTUSAN PEMBELIAN PENGGUNA OVO DI KOTA SEMARANG

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OVO merupakan aplikasi *e-wallet* baru, untuk meningkatkan jumlah pengguna dan kesadaran merek, OVO melakukan promo potongan harga 1 rupiah dalam aplikasi Grab Customer. Permasalahan penelitian ini yaitu bagaimana hubungan promo potongan harga 1 rupiah OVO pada aplikasi Grab Customer dan kesadaran merek dengan keputusan pembelian pengguna OVO di Kota Semarang.

Penelitian ini bertujuan untuk mengetahui hubungan promo potongan harga 1 Rupiah dalam aplikasi Grab Customer dan kesadaran merek dengan keputusan pembelian pengguna OVO di Kota Semarang. Paradigma penelitian ini menggunakan paradigma positivisme, dengan teori AIDA dan teori *brand awareness*. Tipe penelitian ini adalah kuantitatif dengan hasil berupa angka yang diolah menggunakan program SPSS 25 dengan teknik analisis uji korelasi rank spearman. Penelitian ini menggunakan sampel 100 responden yang berdomisili di Kota Semarang.

Hasil penelitian ini menunjukkan bahwa potongan harga berhubungan signifikan dan cukup dengan keputusan pembelian dengan hasil korelasi rank spearman menunjukkan nilai Sig.(2-tailed) sebesar 0,000 maka nilai Sig.(2-tailed) $0,000 < 0,05$ dan hasil perhitungan korelasi 0,456, sedangkan uji hipotesis yang menghasilkan $r\text{-hitung } 0,456 > r\text{-tabel } 0,196$, maka hipotesis dapat diterima sehingga terdapat hubungan positif antara variabel potongan harga dengan variabel keputusan pembelian. Kemudian kesadaran merek berhubungan secara signifikan dan kuat terhadap keputusan pembelian dengan hasil uji korelasi rank spearman menunjukkan nilai Sig.(2-tailed) sebesar 0,000 maka nilai Sig.(2-tailed) $0,000 < 0,05$ dan hasil perhitungan korelasi 0,759, sedangkan uji hipotesis yang menghasilkan $r\text{-hitung } 0,759 > r\text{-tabel } 0,196$, maka hipotesis diterima sehingga terdapat hubungan yang positif antara variabel kesadaran merek dengan variabel keputusan pembelian. Rekomendasi penelitian, diharapkan peneliti selanjutnya dapat mencari sampel penelitian yang sudah aktif menggunakan aplikasi *e-wallet* sehingga hasil penelitian yang didapat bisa berhubungan sempurna antar variabelnya

Kata Kunci: Potongan Harga, Kesadaran Merek, Keputusan Pembelian

ABSTRACT

THE RELATIONSHIP BETWEEN 1 RUPIAH OVO DISCOUNT IN GRAB CUSTOMER APPLICATION AND BRAND AWARENESS WITH PURCHASING DECISION OF OVO USERS IN SEMARANG CITY

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OVO is a new e-wallet application, to increase the number of users and brand awareness, OVO has done 1 Rupiah discount in Grab Customer application. The problem of this research is how was the relationship between 1 Rupiah OVO discount in Grab Customer application and brand awareness with purchasing decision of OVO users in Semarang City.

This study aims to determine the relationship between 1 Rupiah discount in Grab Customer application and brand awareness with the purchasing decision of OVO users in Semarang City. This research used positivism paradigm, with AIDA theory and brand awareness theory. The type of this research was quantitative with the results in the form of numbers processed by using SPSS 25 program with Spearman rank correlation test analysis technique. This study used sample of 100 respondents living in Semarang City.

The results of this study indicated that the discount is significantly and sufficiently related to the purchasing decision with the results of Spearman rank correlation showing the value of Sig. (2-tailed) 0.000 then the value of Sig. (2-tailed) $0.000 < 0.05$ and the results of correlation calculation 0.456, meanwhile the hypothesis test showing $r\text{-count } 0.456 > r\text{-table } 0.196$, then the hypothesis could be accepted so that there was a positive relationship between discount variable with purchasing decision variable. After that brand awareness was significantly and strongly related to purchasing decision with the Spearman rank correlation test result showing a Sig. (2-tailed) value 0.000 then Sig (2-tailed) value $0.000 < 0.05$ and the result of correlation calculation was 0.759, meanwhile hypothesis test showing $r\text{-count } 0.759 > r\text{-table } 0.196$, then the hypothesis was accepted so that there was a positive relationship between the brand awareness variable with the purchasing decision variable. It is recommended that the future researchers can look for research samples that are already actively use the e-wallet application so that the obtained research results can be perfectly correlated between the variables.

Keywords: discounts, brand awareness, purchasing decision

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