

PENGARUH DAYA TARIK IKLAN *BILLBOARD GRABHITCH* DI SENAYAN TERHADAP KEPUTUSAN MENGUNDUH APLIKASI *GRAB*

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Abstrak

Latar belakang penelitian ini adalah berawal dari munculnya jasa transportasi *online* saat ini dirasa sebagai sarana yang sangat penting di dalam kehidupan masyarakat karena murah dan praktis. Pengumpulan data dilakukan dengan metode *survey*, dengan pengumpulan data berupa kuesioner. Penarikan sampel menggunakan *purposive sampling* dengan teknik *accidental sampling* dan diukur dengan rumus Yamane yang menghasilkan sampel berjumlah 96 responden. Hasil dari penelitian ini menunjukkan bahwa didapatkan t hitung $7,135 > t$ table (1,666) maka dapat diketahui H_0 ditolak H_a diterima. Dengan demikian dapat disimpulkan bahwa daya tarik iklan *GrabHitch* memiliki pengaruh yang kuat dan signifikan terhadap keputusan mengunduh aplikasi *Grab* (Survei pada Mahasiswa Universitas Dr. Prof. Moestopo “Beragama”). Sedangkan hasil koefisien regresi sebesar 0,358X, sehingga bisa disimpulkan bahwa semakin menarik iklan *GrabHitch* maka akan mempengaruhi untuk mengunduh aplikasi *Grab*.

Kata Kunci : Daya Tarik, Keputusan Mengunduh, Transportasi Online, GrabHitch

THE INFLUENCE OF GRABHITCH BILLBOARD ADS APPEAL AT SENAYAN AGAINST THE DECISION OF DOWNLOADING APPLICATIONS GRAB

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Abstract

Background this study was derived from the appearance of the current online transportation services is considered as a very important means in the life of the community, transport used every community to streamline day-to-day activities with a low price and practical. Data collection is done by the method of survey, with Data collection is done by the method of survey, with data collection in the form of a questionnaire. Withdraw all of samples using a purposive sampling technique with accidental sampling and measured with the formula that produces the sample numbered with Yamane and the result is 96 respondents. The results of this research show that the obtained t calculate $7.135 > t$ table (1.666) then it can be known H_0 denied H_a received. Thus it can be concluded that the appeal of GrabHitch ad has a strong and significant influence of the Grab application download (survey on University students of Prof. Dr. Moestopo "Religion"). While the results of the regression coefficient of 0,358X, so that it can be concluded that the more interesting ad GrabHitch then it will affect the Grab application to download.

Keywords: Appeal Of Decision Downloading, Transport Online, GrabHitch