

**PENGARUH TERPAAN IKLAN OVO DI APLIKASI GRAB TERHADAP
PENINGKATAN *BRAND LOYALTY***

**(Survei pada Mahasiswa Pengguna Grab di London School of Public Relations jurusan
Performing Arts Communication)**

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ABSTRAK

Penelitian ini membahas tentang pengaruh terpaan iklan OVO di aplikasi Grab terhadap peningkatan *brand loyalty*. Tujuan penelitian ini untuk mengetahui besarnya pengaruh terpaan iklan OVO di aplikasi Grab terhadap *brand loyalty*. Teori yang digunakan dalam penelitian ini adalah teori *Uses and Gratification*. Metode yang digunakan adalah kuantitatif. Pengumpulan data yang dilakukan dengan cara penyebaran kuesioner. Populasi dalam penelitian ini adalah mahasiswa London School of Public Relations jurusan *Performing Arts Communication*, untuk sampel menggunakan rumus Slovin yang kemudian didapatkan sebanyak 71 responden. Teknik penarikan sampel yang digunakan dalam penelitian ini adalah *Probability Sampling* atau *Sampling* kuota. Hasil penelitian menunjukkan bahwa hasil uji korelasi terpaan iklan terhadap *brand loyalty* menunjukkan hasil yang kuat dan cukup berpengaruh. Berdasarkan hasil perhitungan koefisien determinasi adanya pengaruh variabel X terhadap variabel Y namun pengaruh tersebut lebih didominasi oleh faktor lain diluar penelitian. Hasil uji t menyimpulkan bahwa H0 ditolak dan Ha diterima. Kesimpulan dari penelitian ini terdapat pengaruh yang kuat antara terpaan iklan OVO di aplikasi Grab terhadap peningkatan *brand loyalty*. Saran dari penelitian ini yaitu Grab diharap terus meningkatkan kualitas mitra pengemudi, layanan, fitur aplikasi dan meningkatkan efektivitas iklan yang inovatif dan menarik. Serta OVO yang terus meningkatkan kualitas dalam pembayaran digital yang mempermudah masyarakat untuk bertransaksi.

Kata kunci: Terpaan Iklan, Teori *Uses and Gratification*, *Brand Loyalty*.

***THE INFLUENCE OF EXPOSURE OVO ADS ON GRAB APPLICATION AGAINST THE
BRAND LOYALTY ENHANCEMENT***

***(Survey to Grab User in London School of Public Relations Performing Arts Communication
Major)***

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ABSTRACT

This study discusses the influence of exposure to OVO ads on Grab application for against the brand loyalty enhancement. The purpose of this research is to know the magnitude of the influence of exposure to OVO ads on Grab application for against the brand loyalty enhancement. The theory used in this research is the theory of the Uses and Gratification. The method used is quantitative. Data collection is done by means of dissemination of the questionnaire. The population in this research is a student of London School of Public Relations, Performing Arts Communication, for the sample Slovin formula using which then obtained as many as 71 of respondents. Sample withdrawal techniques used in this research is probability sampling or quota sampling. The results of the correlation test of ads exposure to brand loyalty showed strong and quite influential. Based on the calculation of the coefficient of determination there is an influence of variable X on the Y variable but the influence is more dominated by other factors outside the research. The results of the t test show that it can be concluded that H₀ is rejected and H_a is accepted. The conclusion from research that there is a fairly strong influence among the exposure to OVO ads on Grab application for against the brand loyalty enhancement. The advice from this research, Grab is expected to continue to improve the quality of the driver, services, application features and improve the effectiveness of innovative and attractive advertisements. As well as OVO which continues to improve the quality of digital payments that make it easier for people to transact.

Keywords: *Exposure to OVO ads, Uses and Gratification, Brand Loyalty.*