

ABSTRACT

In this modern era, every business entity with any form of business being operated certainly has the primary objective, which is to seek profit or profit companies. One way to achieve this is by setting a good marketing strategy. In the marketing mix, price is one of the important factors that affect the marketing of a product. Therefore, to achieve these objectives the company can adapt prices and one of them is by giving rebates. The strategy undertaken by Bukalapak.com which is one of the leading e-marketplace in Indonesia through television advertising. Bukalapak.com superior Lazada.co.id equally make a television commercial during the National Day Online Shopping in web traffic rank in Indonesia and in the world. In addition, television advertising Bukalapak.com version of the 2015 National Day Online Shopping widely discussed by the public because of the uniqueness of the concept of advertisement.

The formulation of the problem in this research is how much influence the discounts given by Bukalapak.com through television advertising Bukalapak.com version of the 2015 National Day Online Shopping simultaneously and partially on buying interest teenagers who've accessing Bukalapak.com in Bandung. Reasons research locations such as West Java is the province with the most Internet users in Indonesia and Bandung as its capital. In addition, the government of Bandung held RW-Net program which aims to realize the city of Bandung as Cybercity. Subjects used were adolescents aged 17-25 years who had seen a television commercial version Bukalapak.com Online Shopping Day of National 2015 and never accessing Bukalapak.com in Bandung, because according APJII and PUSKAKOM UI in 2014 largely or at 49% of internet users in Indonesia aged 18-25 years. Total population of the unknown number, so as to determine the sample using Bernoulli formula, as many as 96 respondents. Data analysis technique used is quantitative causal with multiple linear regression method. The independent variables are discounted consisting of quantity discounts, seasonal discounts and cash discounts, while the dependent variable is the buying interest.

The results of this study are discounted influence simultaneously toward buying interest at 79.9%, while the remaining 20.1% is influenced by other factors or variables that are unknown and not included in this study. Partially, sub variables significantly influence the quantity discount buying interest at 24.72%, seasonal discounts significantly influence the buying interest of 7.64% and a cash discount significantly influence buying interest at 47.57%.

Keywords: Discount, Discounts Quantity, Seasonal Discounts, Cash Discounts, Buying Interest, Bukalapak.com.