

ABSTRACT

This research was conducted to determine the effect of sales promotion on Gojek consumer response. Gojek is an online transportation service provider application that was founded by Nadiem Makariem in 2010 but the release of its application was introduced to the public in 2015. The purpose of this research is to find out and analyze the effect of sales promotion on consumer response and how much influence partially. The method used in this research is quantitative with descriptive research type. Sampling was carried out by a non-probability sampling method with the type of purposive sampling, with 400 respondents determined based on the criteria of need in the study. Data analysis techniques used are descriptive analysis, the classic assumption test in the form of normality and linearity tests, simple linear regression analysis, coefficient of determination and hypothesis testing. Hypothesis test results using the t-test showed that sales promotion has an influence on Gojek consumer response. This is evidenced by $t_{count} (27,388) > t_{table} (1,966)$. Based on the coefficient of determination found that sales promotion has an effect of 53.1% on Gojek consumer response.

Keywords: Sales Promotion, Consumer Response, Gojek