

ABSTRACT

This study was conducted to determine the effect of the Sales Promotion audience responses on Application LinkAja. LinkAja is a service or electronic money product synergy of electronic financial services owned by PT Telekomunikasi Selular ("Telkomsel") under the TCASH brand, PT Bank Mandiri (Persero) Tbk., under the E-Cash brand, PT. Bank Negara Indonesia (Persero), Tbk., under the UnikQu brand, and PT Bank Rakyat Indonesia (Persero) Tbk., under the T-Bank brand, become one electronic money product and operated by PT. Fintek Karya Nusantara (Finarya). The purpose of this research is to find out and analyze the influence of Sales Promotion toward Response of LinkAja Application Users and how much it affected partially. The method that used in this study is quantitative with the type of descriptive and causal research. Sampling is done by non-probability sampling method type of purposive sampling, with 100 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. The results of the hypothesis test using the t-test showed that sales promotion has influence on the response of the public. This is evidenced by $t_{hitung} (12.666 > t_{table} (1,661))$. Based on the determination coefficient, found that sales promotion has influence of 62.1% on the response of the public.

Keywords: Sales Promotion, LinkAja Application, Audience Response