

ABSTRACT

Go-Pay is an e-wallet as a digital payment service found on the Gojek application. The initial purpose of making Go-Pay was used to save Gojek Credit in the form of transaction payments that exist in all Gojek application services such as (Go-Send, Go-food, Go-Car, Go-Ride and others). Currently GoPay is intensively promoting with burn money. This is done to increase the interest of Gopay users in Indonesia. The purpose of this study was to determine the effect of promotional attractiveness on the interest of Go-Pay e-wallet users in the Bandung area. This research method is quantitative, data collection is done by distributing questionnaires to 100 people who are selected as samples, using nonprobability sampling techniques. In this study using descriptive analysis techniques, Pearson correlation analysis, simple linear regression analysis.

The sample that is used consist of 67% male 33% female with 21-25 years old as much as 50% and work as employee as much as 16%. Hipotesis test and T test show that promotion attraction has signifikan impact on gopay uses. Determination coefisien test shows that promotion attraction has 20,07% impact on the use of gopay and others impact the rest. The research conclude that promotion attraction impact the use of gopay significantly.

Keywords: *Promotion Attraction, Interest in Using.*