

ABSTRAK

PENGARUH SOCIAL MEDIA MARKETING INSTAGRAM, BRAND AWARENESS, DAN DISKON TERHADAP KEPUTUSAN PEMBELIAN JASA LAYANAN TRANSPORTASI ONLINE GOJEK

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh positif *social media marketing* Instagram secara parsial terhadap keputusan pembelian jasa layanan transportasi *online* Gojek, 2) pengaruh positif *brand awareness* secara parsial terhadap keputusan pembelian jasa layanan transportasi *online* Gojek, 3) pengaruh positif diskon secara parsial terhadap keputusan pembelian jasa layanan transportasi *online* Gojek. Populasi dalam penelitian ini adalah seluruh konsumen yang telah melakukan pembelian jasa layanan transportasi *online* Gojek. Jumlah sampel yang digunakan oleh penulis dalam penelitian ini sebanyak 96 orang responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* menggunakan *google form*. Analisis data yang digunakan adalah regresi linear berganda. Data diolah menggunakan aplikasi *SPSS 25.0 for windows*. Hasil dari penelitian ini menunjukkan bahwa: 1) *social media marketing* Instagram secara parsial berpengaruh positif terhadap keputusan pembelian jasa layanan transportasi *online* Gojek, 2) *brand awareness* secara parsial tidak berpengaruh positif terhadap keputusan pembelian jasa layanan transportasi *online* Gojek, 3) diskon secara parsial berpengaruh positif terhadap keputusan pembelian jasa layanan transportasi *online* Gojek.

Kata kunci: *Social media marketing* Instagram, *Brand awareness*, Diskon, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING, BRAND AWARENESS, AND DISCOUNTS ON DECISIONS TO PURCHASE GOJEK ONLINE TRANSPORTATION SERVICES

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This research aims to determine: 1) the partial positive influence of Instagram social media marketing on the decision to purchase Gojek online transportation services, 2) the partial positive influence of brand awareness on the decision to purchase Gojek online transportation services, 3) the partial positive influence of discounts on decision to purchase Gojek online transportation services. The population in this research is all consumers who have purchased Gojek online transportation services. The number of samples used by the author in this research was 96 respondents. The sampling technique used non probability sampling with purposive sampling. Data was obtained by distributing questionnaires online using Google Form. The data analysis used is multiple linear regression. Data was processed using the SPSS 25.0 for Windows application. The results of this research show that: 1) social media marketing Instagram partially has a positive effect on the decision to purchase Gojek online transportation services, 2) brand awareness does not partially have a positive effect on the decision to purchase Gojek online transportation services, 3) discounts partially have an effect positive towards the decision to purchase Gojek online transportation services.

Keywords: Social media marketing Instagram, Brand awareness, Discounts, Purchasing Decisions.