

**CORRELATION OF GO-PAY E-WALLET PROMOTION TOWARDS
PURCHASING DECISION AMONG THE UNIVESITY STUDENTS IN
JAKARTA**

By

Dimas Bravandi Kusumaatmadja
11710003

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Communication and Public Relations
BUSINESS ADMINISTRATION AND COMMUNICATION

SWISS GERMAN UNIVERSITY



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia
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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work, and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgment is made in the thesis.



Dimas Bravandi Kusumaatmadja

Student

Date

Approved by:



Loina Lalolo Krina Perangin-angin M.Si

Thesis Advisor

27/07/2021

Date

Dr.Nila Krisnawati Hidayat, SE.,MM.

Dean

Date

ABSTRACT

CORRELATION OF GO-PAY E-WALLET PROMOTION TOWARDS PURCHASING DECISION AMONG THE UNIVERSITY STUDENTS IN JAKARTA

By

Dimas Bravandi
Loina Lalolo Krina Perangin-angin M.Si

SWISS GERMAN UNIVERSITY

The aim of this study is to identify the correlation of the Go-Pay e-wallet promotion on purchasing decision among university students in Jakarta. This research is using descriptive and correlational method. The data were collected from 103 respondents who are college students that are currently studied in Jakarta with age around 18-24 years old and users of Go-Pay e-wallet. The data analysis technique was using simple linear regression. The result showed the Go-Pay e-Wallet promotion correlate to purchasing decision AIDA helps to determine the correlation of Go-Pay e-wallet and purchasing decision From the correlation result, purchasing decision with promotion Go-Pay e-Wallet has a moderate correlation. The promotion of the Go-Pay e-wallet has a significant correlation with purchasing decisions, and it means that the Hypothesis (H1) is accepted. The findings of this study are expected to be a feedback or improvement for the GO-PAY e-wallet company so that the company can most effectively reduce operational costs concerning the results of establishing a campaign with a similar case of this study.

Keywords: Promotion, Go-Pay, E-wallet, Financial Technology, Purchasing decision



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DEDICATION

I dedicate this piece of hard work to my lovely family and for the future of technology
in my beloved country, Indonesia.



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First of all, I would like to thank Allah SWT, who gave me the strength and focus to finish this research on time, and for the blessing that I got as long as I work on this thesis.

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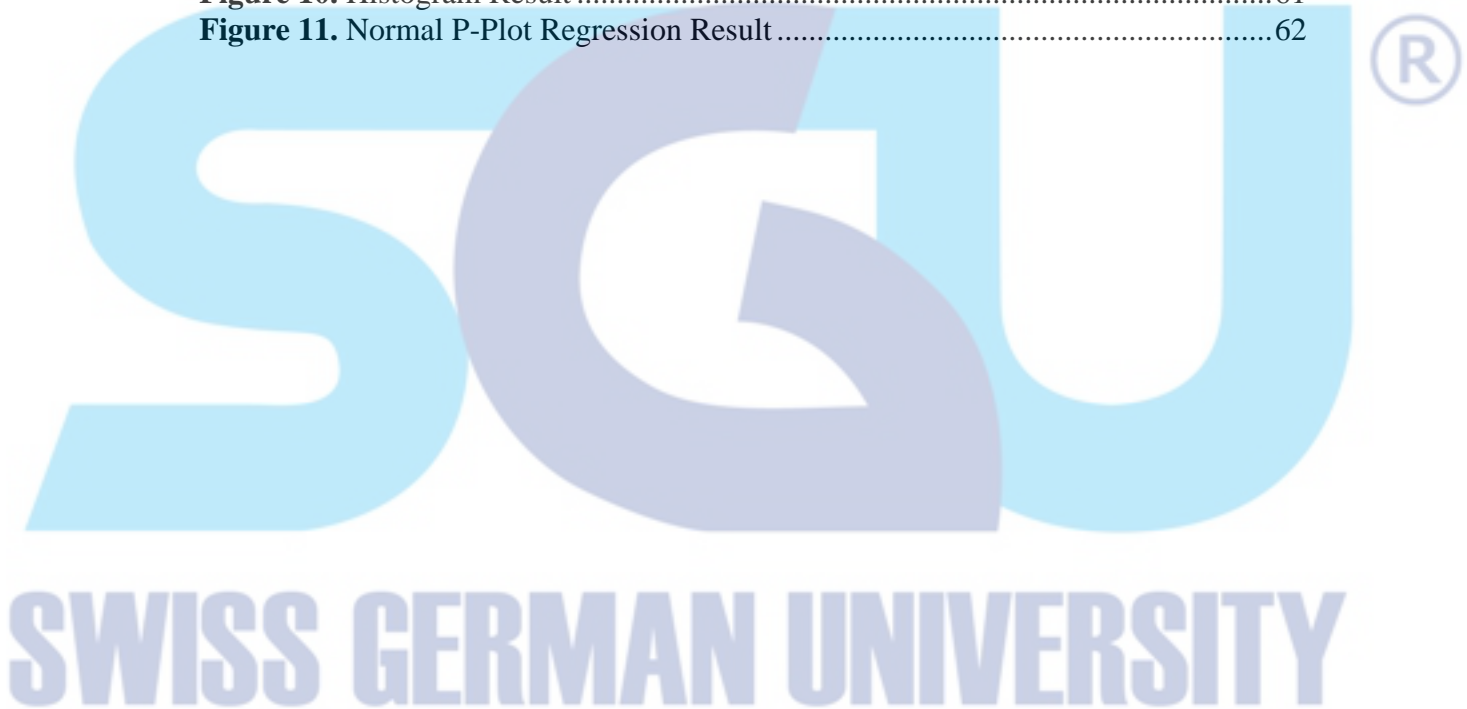
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