

***THE EFFECT OF E-SERVICE QUALITY, ADVERTISING, PROMOTION,
AND THE OVO PAYMENT SYSTEM ON DECISIONS TO USE THE GRAB
APPLICATION IN STUDENTS OF MANAGEMENT DEPARTMENT,
GUNADARMA UNIVERSITY.***

ABSTRACT

Transportation is a very important means of supporting human activity and mobility every day, so it must be prepared properly and safely. The high interest of consumers in online transportation has made online transportation service companies compete to create innovations to attract consumer interest. grab is a transportation service provider using a fleet of motorbikes and cars. The research objective was to determine the effect of E-Service, advertising, promotions, and the ovo payment system on the decision to use the grab application for students majoring in management at Gunadarma University partially and simultaneously.

The population in this study were students majoring in management at Gunadarma University class of 2019 who attended lectures at the Bekasi campus. The sampling method in this study used nonprobability sampling with a total sample of 100 respondents. Data analysis techniques consist of validity and reliability tests, classical assumption tests, multiple linear regression, t tests and f tests, and coefficient of determination tests. The test tool used is SPSS.

The results of the research show that E-Service Quality does not partially influence the decision to use the Grab application among students at the Management Department at Gunadarma University, while advertising, promotions and the Ovo payment system partially influence the decision to use the Grab application at students at the Management Department at Gunadarma University. E-Service Quality, Advertising, Promotion and the Ovo Payment System simultaneously influence the Decision to Use the Grab Application among Gunadarma University Management Department students.

Keywords: Electronic Service Quality, Advertising, Promotion, and the OVO Payment System, Decision to Use

(xiii+86+Appendix)

Bibliography (2011-2023)