



INTISARI

ANALISIS PENGARUH SALES PROMOTION TERHADAP LOYALITAS PELANGGAN PENGGUNA E-WALLET

Elsa Wulan Ramadhani

Magister Akuntansi, Universitas Gadjah Mada, Indonesia

e-mail : elsawulanramadhani@mail.ugm.ac.id

Intisari

Perkembangan teknologi dan internet yang sangat pesat memengaruhi banyak aktivitas bisnis, terutama aktivitas pembayaran. Proses pembayaran yang sebelumnya hanya menggunakan uang tunai sebagai alat pembayaran, sekarang sering digantikan dengan pembayaran non-tunai berbentuk *digital payment*, salah satunya *e-wallet*. Terdapat tiga *e-wallet* yang memiliki pengguna terbanyak, yaitu *shopeePay*, *Ovo*, dan *Gopay*, dan secara garis besar ketiga *e-wallet* memberikan promo seperti diskon, *cashback*, dan *voucher*. Penelitian ini bertujuan untuk menguji pengaruh *sales promotion* terhadap loyalitas pelanggan pengguna *e-wallet*, dan untuk menguji *sales promotion* mana yang paling memengaruhi loyalitas pelanggan pengguna *e-wallet* *shopeePay*, *Ovo*, dan *Gopay*. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik *snowball sampling* dan *purposive sampling*. Sampel penelitian sebanyak 200 responden, dan data tersebut dianalisis dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa ada pengaruh seluruh *sales promotion* yang meliputi dimensi diskon, *cashback*, dan *voucher* terhadap loyalitas pelanggan pengguna *e-wallet* *shopeePay*, *Ovo*, dan *Gopay* di Indonesia. Hasil penelitian juga menunjukkan bahwa variabel *voucher* atau kupon adalah variabel yang dominan memengaruhi loyalitas pelanggan pengguna *e-wallet* *shopeePay*, *Ovo*, dan *Gopay* di Indonesia karena memiliki nilai beta yang paling besar.

Kata Kunci : *E-payment*, *E-wallet*, *Sales Promotion*, Loyalitas Pelanggan, Perilaku Konsumen

ABSTRACT

ANALYSIS OF THE EFFECT OF SALES PROMOTION ON CUSTOMER LOYALTY OF E-WALLET USERS

Elsa Wulan Ramadhani

Master of Accounting, Gadjah Mada University, Indonesia

e-mail: elsawulanramadhani@mail.ugm.ac.id

ABSTRACT

The rapid development of technology and the internet affects many business activities, especially payment activities. The payment process that previously only used cash as a means of payment, is now often replaced with non-cash payments in the form of digital payments, one of which is an e-wallet. There are three e-wallets that have the most users, namely shopeePay, Ovo, and Gopay. In general, the three e-wallets provide promos such as discounts, cashback and vouchers. This study aims to examine the effect of sales promotion on customer loyalty of e-wallet users, and to test which sales promotions most affect customer loyalty of shopeePay, Ovo, and Gopay e-wallet users. This research is a quantitative research that uses snowball sampling and purposive sampling techniques. The research sample was 200 respondents, and the data were analyzed by using multiple linear regression analysis. The results show that there is an effect of all sales promotions which includes the dimensions of discounts, cashback, and vouchers on customer loyalty of shopeePay, Ovo, and Gopay e-wallet users in Indonesia. The results also show that the voucher or coupon variable is the dominant variable affecting customer loyalty of shopeePay, Ovo, and Gopay e-wallet users in Indonesia because it has the largest beta value.

Key words : *E-payment, E-wallet, Sales Promotion, Customer Loyalty, Customer Attitude*