

ABSTRACT

THE EFFECT OF TOKOPOINTS PERSUASION MESSAGES ON THE TOKOPEDIA APPLICATION ON CONSUMER BUYING INTERESTS

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The internet is a media that functions to convey information. Not only that, the internet also functions to sell an item through a persuasive message given. One of the features available for selling is Tokopedia, where this feature serves to present a variety of items needed by the surrounding community which is often called E-commerce. However, the Tokopedia feature is not enough to make people interested in shopping. Tokopedia presents a feature called Tokopoints so that people want to collect points to be exchanged when buying goods and get a discounted price. And these points are obtained when buying items in Tokopedia. This is because people really like discounts and high shopping interest. Especially with the persuasion message in the form of images, animations and Tokopoints egg-breaking games that make people interested in using. Based on the identification of the problem, the researcher wants to see if the Tokopoints feature in Tokopedia can influence consumer buying interest. This research uses quantitative methods. The results showed that there was a relationship between the Tokopoints feature in the Tokopedia application on the very strong consumer buying interest of 0.848.

Keywords: Persuasion Message, Loyalty Program, Purchase Interest, Tokopedia.

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