

ABSTRACT

The Influence Of Advertising And Price On Interest To Buy Tokopedia E-commerce

Muhamad Asyraf Syuja Shaib 1), Dede Suleman2)

1) *Student of Management Department, Pembangunan Jaya University*

2) *Lecturer of Management Department, Pembangunan Jaya University*

This study aims to determine the effect of advertising and prices on buying interest in Tokopedia e-commerce. The subjects in this study were users and those who had transacted at Tokopedia. The type of research used in this research is quantitative research with a descriptive statistical approach. The type of data collected using the questionnaire method and analyzed using multiple linear regression analysis. The results showed that price has an effect on buying interest. This result can be proven by the sig price value of 0.036, which means <0.05 with a positive t-value of 2.126. And advertising has an effect on buying interest. This result can be proven by the advertising sig value of 0.000, which means <0.05 with a positive t-value of 3,741.

Keywords: Advertising, Price, Interest To Buy

Libraries : 21

Publication Years : 2019 - 2022