**ABSTRACT**

Priskilia/27150061/2019/The Effect of Advertising, Sales Promotion, and Perceived Ease of Use toward the Intention to Reuse GO-PAY Services in the Jakarta Area/Advisor: Dr. Tony Sitinjak, M.M.

One of the phenomena that occur in Indonesia in today’s era of globalization is Indonesian people who have used electronic wallet as electronic payment systems. This study aims to find out and get an idea of ​​the influence of advertising, sales promotion, and perceived ease of use toward intention to reuse GO-PAY services in the Jakarta area.

The theory underlying this research is the theory of advertising, sales promotion, perceived ease of use and reuse intention. Advertising and sales promotion comes are two major promotion mix tools, where advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. While sales promotion is a short-term incentives to encourage the purchase or sale of a product or service. Then the perceived ease of use is defined as the degree to which a person believes that using a particular system would be free of effort. Whereas reuse intention is defined as the consideration of individuals to reuse the same service.

In this study, data were collected using communication study, namely by distributing online questionnaires through social media to 120 respondents who have used GO-PAY services in Jakarta. The sampling technique used is non-probability sampling, which is non-random sampling. The approach used is judgment sampling, where the sample took based on certain criteria or considerations. The selected criteria are people who have used GO-PAY services in the Jakarta area. Data analysis was performed using multiple regression analysis techniques.

The results of the research obtained by the researcher showed that based on multiple regression analysis, (1) advertising had a positive effect on reuse intention, (2) sales promotion had a positive effect on reuse intention, and (3) perceived ease of use had a positive effect on reuse intention.

Based on the results of the analysis and discussion conducted by researchers in Chapter IV, the researcher draws the conclusion that advertising, sales promotion, and perceived ease of use had a positive influence on intention to reuse GO-PAY services.