***ABSTRACT***

Venna Kintan / 26150462 / 2018 / *Characteristics of Innovations that Affect the Brand Acceptability of the* OVO *Brand* / *Advisor*: Dr. Ir. Bilson Simamora, M.M.

*OVO is a financial application that was launched widely in September 2017. Since its launch, OVO has received 10 million users in July 2018. The question is "how does the OVO brand influence the relative advantages, compatibility, complexity, and observability of brand acceptance?"*

*The theory used is the theory of innovation which includes the diffusion of innovation, the process of innovation decisions, the levels in the diffusion of innovations, and the characteristics of innovation. Another theory used is the theory of Brand and Brand Acceptability.*

*To find out the results, the method of multiple regression analysis is used. The data in this study were collected by distributing questionnaires to 150 (one hundred and fifty) respondents who downloaded and/or used the OVO application at least once in the last 6 (six) months. This study uses non-probability sampling with judgment sampling technique. Model testing and data processing using SPSS 20 software.*

*The research results obtained are: (1) relative advantage has a significant positive effect on brand acceptance because OVO applications can provide convenience to consumers in making payments electronically, (2) compatibility does not have a significant effect on brand acceptance because OVO applications are relatively new paid electronic applications that require time to be accepted by the public, (3) complexity has a significant positive effect on brand acceptance because OVO applications are easily understood and understood by consumers, (4) observability has a significant positive effect on brand acceptance because OVO applications have innovations that can be seen and felt by consumers.*

*The researcher recommends that companies conduct counseling, seminars and even workshops on OVO applications with the aim that the OVO application can be better known and accepted by the people of Indonesia. For OVO, researchers suggest continuing marketing efforts and making efforts that focus on those who are older or over 31 years old.*

***Keywords: Diffusion of Innovation, Relative Advantage, Compatibility, Complexity, Observability, and Brand Acceptance***