

ABSTRAK

Pengaruh Kualitas Promosi Digital terhadap Keputusan Penggunaan Jasa Pada HOZ (House Of Zennith) Wedding service

(Studi Kasus konsumen House Of Zennith)

Oleh

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Penelitian ini untuk melihat kesenjangan yang diharapkan dengan jasa yang dirasakan oleh konsumen House Of Zennith. Tujuan penelitian ini yaitu untuk (1) Mengetahui tanggapan responden mengenai kualitas promosi digital pada House Of Zennith Wedding Service. (2) Mengetahui tanggapan responden mengenai keputusan penggunaan jasa pada house Of Zennith Wedding Service. (3) Mengetahui pengaruh Kualitas promosi digital terhadap keputusan penggunaan jasa pada House Of Zennith Wedding Service.

Metode yang digunakan dalam penelitian ini berupa metode deskriptif dan verifikatif. Data yang digunakan adalah data primer yang dikumpulkan melalui observasi, kusioner, dan studi kepustakaan. Sampel yang diambil sebanyak 68 responden. Pengukuran data yang dilakukan dengan cara menyebarkan kuesioner menggunakan skala likert 5 poin. Tekhnis analisis yang digunakan adalah uji Validitas uji reliabilitas, uji analisis deskriptif, uji analisis verifikatif, uji normalitas, uji multi kolinealitas, analisis regresi linier, analisis Koefisien Korelasi, dan analisis Koefisien determinasi, dan Uji Hipotesis Parsial

Berdasarkan hasil penelitian analisis deskriptif menunjukkan bahwa kondisi mengenai Kualitas Promosi Digital atas penilaian terhadap keputusan penggunaan jasa House Of Zennith Wedding Service termasuk kedalam kategori cukup baik, kemudian hasil uji hipotesis menunjukan bahwa kualitas promosi digital terhadap Keputusan penggunaan jasa berpengaruh signifikan pada House Of Zenith Wedding Service

Kata Kunci: Promosi digital, Keputusan Penggunaan Jasa

ABSTRACT

The Effect of Digital Promotion Quality on Service Usage Decisions at HOZ (House Of Zennith) Wedding service

(Consumer Case Study of House Of Zennith)

This research aims to examine the expected gaps in the services perceived by consumers of House Of Zennith. The objectives of this research are to (1) Determine respondents' opinions regarding the quality of digital promotion at House Of Zennith Wedding Service. (2) Identify respondents' opinions on the decision to use services at House Of Zennith Wedding Service. (3) Understand the influence of digital promotion quality on the decision to use services at House Of Zennith Wedding Service.

The research method employed in this study is both descriptive and verificative. Primary data were collected through observation, questionnaires, and literature review. The sample consisted of 68 respondents. Data measurement was conducted by distributing questionnaires using a 5-point Likert scale. The technical analyses used included validity tests, reliability tests, descriptive analysis, verificative analysis, normality tests, multicollinearity tests, linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and partial hypothesis testing.

Based on the results of the descriptive analysis, it was found that the condition of Digital Promotion Quality, concerning the assessment of the decision to use House Of Zennith Wedding Service, falls into the category of quite good. Furthermore, the hypothesis test results indicate that the quality of digital promotion significantly influences the decision to use services at House Of Zenith Wedding Service.

Keywords: *Digital promotion, Decision to use services.*