

ABSTRACT

Muhammad Yusuf Utomo.2020. Influence of Sales Promotion and Physical Evidence on the Demand Level of Online Transportation Services for Gojek Customers in Tasikmalaya City: Sharia Economics Department, Islamic Faculty, Siliwangi University Tasikmalaya.

The level of demand is the amount and quality of goods or services needed by consumers under certain conditions (at a certain price and quality). Demand is also basic information that needs to be known by producers to develop strategies to achieve their objectives and describe market opportunities. But that becomes a problem when producers have implemented various marketing strategies to increase the level of demand for goods or services that have been produced. But it does not increase the amount of demand for these goods and services.

Demand is defined as the quantity and quality of goods or services needed by consumers under certain conditions (at a certain price and quality). factors that affect the level of demand one of which is the company's marketing activities, in the form of a marketing mix that consists of advertising or promotion, product quality , design, distribution channels for goods or services, physical evidence, people, process. The formulation of the problem in this study are : 1) Is there an influence of sales promotion on the level of demand for online transportation services in Tasikmalaya? 2) Is there any influence of physical evidence on the level of demand for gojek online transportation services in Tasikmalaya City ?. 3) Is there an influence of sales promotion and physical evidence on the level of demand for online transportation services (gojek in Tasikmalaya City) ?. The purpose of this research is to find out whether there is an influence of sales promotion and physical evidence on the level of demand for gojek online transportation services in Tasikmalaya.

The research method in this research is the correlational method with a quantitative approach. The data collection technique used was a questionnaire. The population in this research is infinite or not known for certain. and the sample used was 100 people. In data analysis techniques using simple and multiple regression, simple and multiple correlation coefficients, and the coefficient of determination.

The results of data analysis showed that a simple regression equation 1) $X_1 \rightarrow Y$ was obtained $Y = 11.929 + 0.199X_1$, correlation coefficient 0.469 and coefficient of determination 22.0%. 2) $X_2 \rightarrow Y$ obtained $Y = 9,604 + 0,150X_2$, correlation coefficient 0,354 and determination coefficient 12,5%. 3) $X_1, X_2, X_3 \rightarrow Y$ were obtained based on multiple linear regression values obtained $Y = 4.722 + 0.168X_1 + 0.096X_2$ coefficient of multiple correlation 0.515 and coefficient of determination of 26.5%.

So Sales Promotion (X_1) Physical Evidence (X_2) have a significant effect on the Demand Level (Y) of the gojek customers in Tasikmalaya City partially or simultaneously then alternative hypotheses are accepted.

Keywords: Sales Promotion, Physical Evidence, Demand Level