The Impact of Advertising and Prices to the Interest of Gojek Online Transportation at Bekasi

Muhammad Ridwan[1,] Ramanda Rahmawati[2]
mridwan@ibm.ac.id[1] ramandarahma024@gmail.com[2]
Program Studi Manajemen Institut Bisnis Muhammadiyah Bekasi[1,2]

ABSTRACT

This study aims to determine and analyze the effect of advertising and price attractiveness on customer interest in online motorcycle taxi transportation services. Research in this thesis using quantitative methods. The variables linked in this study are Advertising and Price Attractiveness (X) and Purchase Intention (Y). The data sources used consisted of primary data, namely data obtained directly from research respondents via questionnaires, observation. The population in this study were consumers who use gojek transportation services in Bekasi, totaling 30 people. Sampling used the entire population, amounting to 100 people. Methods of data analysis using correlation techniques with the product moment peorson formula, cromback alpha, and multiple linear regression with the help of the SPSS program. The results showed that advertising attractiveness and price as independent variables had a direct positive effect on customer interest as the dependent variable, indicated by the regression values of 0.369 and 0.548. Thus, the increase in interest is influenced by advertising and price attractiveness of 37% and 54%.

Keywords: Advertising Attractiveness, Price, Customer Interest

RESEARCH BACKGROUND

Advertising is now an important part of a company's marketing strategy. According to Kotler & Kevin in Sari (2020), the definition of advertising itself is various forms of non-personal presentation and promotion of goods, ideas, goods or services by a certain sponsor that must be paid. In this day and age, advertising can be categorised as the most effective means to increase sales of a particular product or brand. This encourages marketers out there to compete in creating creative and unique advertisements. Advertising continues to evolve over time and this development creates an attraction that can encourage curiosity from its recipients. Morissan in Usman & Riyanto (2019) suggests that advertising appeal can be said to be a driver that attracts people to be "moved" in expressing both their wants and needs, and ultimately builds their interest in a certain product.

Advertising appeal can be defined as the approach that marketers use to attract attention and curiosity from consumers, thus influencing consumers' feelings towards a product (Zufaldi, Evanita, & Septrizola, 2019). Unlike advertisements on television, advertisements on the internet and social media will appear continuously without being limited by time. One of the social media platforms that is often visited and contains a lot of ads is Instagram. Instagram can now display ads both on its users' timelines (homepages) and on Instagram stories. Ads on Instagram are better known as Instagram ads. Indriarto in Hastuti stated that advertisements with a wider media coverage and higher frequency can encourage consumers to better understand the information and messages from the advertisements conveyed.

According to Blackwell & Engel in Sari (2020), buying interest is an impulse in a person to pay attention without forcing on a product and leads to buying in without a strong and positive brand image; it is very difficult for companies to attract new customers and retain existing ones.

Therefore, the company is able to attract market attention and create a good impression and stick in the minds of consumers. The purchase decision is an important thing to consider because this will certainly be a consideration of how a marketing strategy will be carried out by the next company. Advertising appeal is an approach with the aim of attracting attention and influencing consumers' perception of a product. Wang, Cheng and Chu said the purpose of advertising appeal is to persuade or influence consumer attitudes to take specific action against a particular product.

Advertising appeal is a trait that a person possesses that can cause a sense of interest. An effective product advertisement, whether goods or services, can have an impact on consumers because it can be a driving factor for purchases. Thus, an ideal message must receive attention from business people in order to survive and even increase their productivity in the future (Yanti & Kamil, 2020). Das, et al., (2019) revealed that a good advertisement must have appeal in terms of wording, sentences, physicality, external appearance, illustrations that accompany the advertisement. Tuten, (2022) explained three types of attraction, namely 1) Rational attraction, which is related to the target's personal interests. This appeal shows that the product will produce the desired benefits. An example is a message that shows the quality, economy, value, or performance of the product.

In general, price is the value of money that consumers must pay to sellers to obtain the goods or services they wish to purchase. Therefore, the price is generally determined by the seller or service owner. However, in the art of buying and selling, buyers or consumers can negotiate the price. When an agreement has been reached between the buyer and the seller, then the transaction will occur. However, bargaining cannot be done in all marketing lines. An example of a transaction that uses a bargaining system is purchasing in the market.

According to Kotler and Keller in Nasir (2021) "consumer purchase decisions" are "the stage where consumers form the intention to buy the most preferred product, where the consumer's decision to modify, postpone or avoid is greatly influenced by the perceived risk". The purpose of advertising is to sell or increase the sales of goods or services (Roynaldy, Harlina, Harsani, & Risal, 2021). An advertisement for goods or services is highly dependent on the stages in the product life cycle. Advertising activities often result in immediate sales, although many new sales will occur in the future (Suryawijaya & Rusdi, 2021).

The company's success in influencing consumers in purchasing decisions is greatly supported through efforts to build communication with consumers by using brands and marketing strategies. Based on the above background, the author is interested in conducting research on: "The Influence of Advertising Attractiveness and Price on Customer Interest in Online Gojek Transportation Services in Bekasi."

LITERATURE REVIEW
Advertising
According to Kotler and Keller in Putri (2017), Marketing Management is a target market to attract, retain, and increase consumers by creating and providing good sales quality. The author argues that Marketing Management is an effort to plan, implement which consists of organising and controlling marketing activities in a company.

Morissan in (2021) The basis of advertising messages can be obtained from various advertising attractions. "The attractiveness of advertising aims to affect consumer feelings, knowledge, meaning, beliefs, attitudes, and images directly related to products & brands" Stephanie in (Dewi, 2021). Jacob et al in Alamnasir (2016) Advertising attractiveness is a trait that a person has that can cause a sense of interest. Advertising appeal is defined as an approach used by marketers to attract attention and curiosity from consumers, thereby influencing consumers' feelings towards a product (Mahardika & Santika, 2021).

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi

Gusmanto & Hasibuan in Perdana (2022) state that advertising attractiveness is considered important because it can ensure successful communication with consumers. Advertising appeal is a driver that attracts people to be "moved" in expressing both their wants and needs, and ultimately builds their interest in a certain product (Sutrisno, Yanuarianto, & Wahyu Indrawan, 2021). While Utama (2020) states that advertising appeal is how much an advertisement is able to amaze or attract the attention of its viewers.

From some of the opinions above, the author can conclude that Advertising Attractiveness is the delivery of messages about products to be able to attract consumers. According to Kotler & Armstrong in (Wicaksono, 2020) price is the amount of money charged for a good or service or the amount of money that consumers exchange for the benefit of owning or using the product or service. According to Shinta in Jurnal Pertiwi (2021), price is a value expressed in rupiah that is used for exchange or transactions that consumers must pay to receive goods or services. Price is the only element of the marketing mix that generates sales revenue, while the other element is only the cost element (Satria, 2015)

According to Sugiyono in Krisdayanto (2022), Price is the amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. Price is an inherent part of the product that reflects how much quality the product is (Nasir, 2021). From some of the expert opinions above, the author can conclude that Price is the value that customers give in exchange for certain offers. According to Julianti (2017), buying interest is a driving force or an intrinsic motive that is able to encourage a person to pay attention spontaneously, naturally, easily, without coercion and selectively to one product to then make a purchase decision. According to Helmi (2021), consumer buying interest is the tendency of respondents to act before deciding to buy an item. The willingness to pay for goods or services from consumers who have an interest in a product or service can be seen from the form of sacrifice made for the goods or services; consumers who tend to have more interest in goods or services will be willing to pay for them with the aim that interested consumers can use the goods or services.

According to Kotler in Annisa (2021), Buying Interest is something that arises after receiving a stimulus from the product they see, from there arises an interest in trying the product until finally the desire to buy in order to have it. According to Stevina et al. (2021), Buying Interest can be measured through the likely dimension, namely the consumer's purchase plan for a product, definitely would refer to the consumer's certainty in a product, and probable refers to the likelihood of consumers buying a product. From some of the expert opinions above, the author can conclude that Customer Interest is the tendency to purchase goods/services in the future.

RESEARCH METHODOLOGY

This research was conducted at the Gojek Bekasi branch office which is located at Ruko Emerald Summarecon Block UB 11-12 Jl. Bulevar Selatan, Marga Mulya, North Bekasi, Bekasi. This research started from November 2022 to January 2023 at the Gojek Bekasi branch office which is located at Ruko Emerald Summarecon Block UB 11-12 Jl. Bulevar Selatan, Marga Mulya, North Bekasi, Bekasi.

In this study, the researcher used a purposive sampling technique. The purposive sampling technique is a method for selecting research data sources based on various considerations. These considerations, for example, include the individual who is deemed the most knowledgeable about what we expect, or perhaps they are the person who possesses the most knowledge, which will facilitate the researchers in exploring the object or social situation being studied; the result is that the data produced is of very high quality (Sugiyono in Dewi, 2021). The snowball sampling technique is a method for obtaining data sources that were initially

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi

small and then expanded; this is because the few data sources have not been able to provide satisfactory data, so they seek other informants who are used as data sources (Sugiyono in Dewi, 2021). In this study, the author selected 100 gojek consumers to be respondents.

The scale that is commonly used in questionnaires and is the most widely used scale in research in the form of surveys. The scale is named after Rensis Likert, who published a report explaining its use. Sugiyono in Perdana (2022) argues that the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The answer for each instrument item using the Likert scale has a positive gradation of 20. There are five weighting categories in the Likert scale as follows.

Table 1 Likert Scale

Scale	Remarks	Statements
1	Very Agree	5
2	Agree	4
3	Normal	3
4	Disagree	2
5	Very Disagree	1

Sources: Sugiyono in Perdana (2022)

A research instrument is a tool used to measure observed natural and social phenomena. Specifically, this phenomenon is called a research variable. The number of research instruments depends on the number of research variables set to be studied. In addition, research instruments play an important role in quantitative research because the quality of the data used in many ways is determined by the quality of the instruments used. The following are some of the tests that will be used in the test of research instruments (1) Validity Test, Validity test is a degree of accuracy between the data that actually occurs and the data collected by the researcher.

Validity as one of the degrees of accuracy and reliability of instrument measurement regarding the content of the question (Perdana, 2022). The minimum requirement to be considered a valid instrument item is the validity index value ≥ 0.3 (Sugiyono, 2012:115) and if the correlation coefficient of Product Moment > r table. Therefore, all statements that have a correlation level below 0.3 should be corrected because they are considered invalid. (2) Reliability Test, The reliability test is the extent to which the results of measurements using the same object will produce the same data (Perdana, 2022). Reliability tests are carried out jointly on all statements. For the reliability test, the split half method was used, the results can be seen from the value of 26 Correlation Between Forms. If the calculation is > table, then the instrument is said to be reliable or comparing it with a cut off point value of 0.3 then it is reliable if r > 0.3. On the other hand, if the calculation from the table value is 0.7, it can be said to be reliable.

The analysis method used in this study is a quantitative data analysis method employing the multiple linear regression method. Multiple linear regression examines the effect of two independent variables on one dependent variable. The analysis was conducted by processing data through the SPSS version 26 programme. The data analysis method that will be used is the Classical Assumption Test, which is divided into (1) Normality Test, used to assess whether the regression model in this study has a normally distributed residual or not. A good indicator of a regression model is to have normally distributed data.

The way to detect whether the residue is normally distributed or not can be done with the Kolmogorov-Smirnov (K-S) nonparametric statistical test contained in the SPSS programme. The distribution of data can be said to be normal if the significance value > 0.05 (Perdana, 2022).

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi

Detecting whether the distributed data is normal or not can also be done with a more reliable method, namely by looking at the Normal Probability Plot. A good regression model is normally distributed data, i.e. by detecting and viewing the spread of data (points) on the diagonal axis of the graph. (2) The Multicollinearity Test is used to test whether there is a correlation between independent (free) variables in a research regression model. A good regression model is one in which no correlation occurs between independent variables and is free from symptoms of multicollinearity.

Knowing whether or not there is a symptom of multicollinearity is by looking at the magnitude of the VIF (Variance Inflation Factor) value and also the Tolerance value. Tolerance measures the variability of selected variables that are not explained by other independent variables. The values used to indicate the presence of multicollinearity symptoms are a VIF value of < 10.00 and a Tolerance value of > 0.10 (Perdana, 2022). (3) Heterokedaness Test, aims to test whether in the regression model there is an unevenness in variance from the residual of one observation to another (Perdana, 2022). Heteroscedasticity testing can be done by looking at the scatterplot graph between SRESID and ZPRED, namely the presence or absence of certain patterns.

Multiple linear regression test, in this study the data analysis technique uses multiple linear regression, which is an analysis technique to determine the influence of independent variables on dependent variables. The model in this study is ($Y = \alpha + \beta_1 X_1 + \beta_2 X_2$). Hypothesis Test, this test is divided into (1) partial test (t-test) The t-test is used to determine the Influence of Advertising Attractiveness and Price on Customer Interest and Customer Interest individually (partial). The t-test can be done by comparing the t-count with the t-table (Ghozali, 2018:78). (2) simultaneous test (test f) Test F is used to test the ability of Ad Appeal and Price together in explaining Employee Performance. According to Ghozali (2018:79), the test can be carried out by comparing the value of Fcal with Ftabel at a significant level of < 0.05.

The determination coefficient test aims to measure how far the calculation ability is in explaining the variation of the dependent variable. The coefficient value of determination is between zero and one, in the first hypothesis test, the determination coefficient is seen from its magnitude (R^2) to find out how far the independent variable, namely pricing, and its influence on buying interest. The value (R^2) has an interval between 0 and 1. If the value of R^2 is large (detecting 1), it means that the independent variable can provide almost all the information needed to predict the dependent variable.

Meanwhile, if the value (R^2) is small, it means that the ability of the independent variable to explain the dependent variable is very limited. In general, the determination coefficient for cross-section data is relatively low due to large variations between each observation, while time series data usually have a high determination coefficient value (Dewi, 2021). A small value of the determination coefficient means that the ability of the independent variable to explain the variation of the dependent variable is limited. A value close to one means that the independent variable provides almost all the information. The formula used to find the determinant coefficient proposed by (Yanti & Kamil, 2020) is as follows: ($KD = r^2 \times 100\%$)

RESULTS AND DISCUSSIONS

The characteristics of the respondents consisted of gender, age, education, occupation and finally used Gojek within 6 months. Below the author presents the characteristics of the respondents in full, including the percentage.

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi

Table 2. Characteristics in Gender

Gender	Amount	Percentage (%)
12-30 yo	13	13%
21-30 yo	72	72%
31-45	14	14%
Others	1	1%
Total	**100**	**100%**

Sources: data proceed (2023)

Based on the table above, the results showed that 13 respondents aged 12-20 years old with a percentage of 13%, 21-30 years old totalled 72 people with a percentage of 72%, 31-45 years old totalled 14 people with a percentage of 14% and other ages amounted to 1 person or 1%. From the results of respondent characteristics based on the type of customer, there were more women than male customers.

Table 3. Characteristics in Education Background

Education	Amount	Percentage (%)
SD	6	**6%**
SMP	5	5%
SMA/SMK	36	36%
S1	49	49%
Others	4	4%
Total	**100**	**100%**

Sources: Data Proceed (2024)

Based on the table above, the results of the questionnaire based on education are elementary school with a percentage of 0%, junior high school students with a percentage of 3 people with a percentage of 10%, high school/vocational school students with a percentage of 8 people with a percentage of 26.7%, D3 students with a percentage of 4 people with a percentage of 13.3%, S1 students with a percentage of 15 people with a percentage of 50%. From the results of the questionnaire based on education, there are many S1 students.

Table 4. Characteristics Based on Occupation

Occupations	Amount	Percentage (%)
Student	**12**	12%
College Student	13	13%
Emploee	**60**	60%
Housewife	**8**	8%
Others	**7**	7%
Total	**30**	**100%**

Sources: data Proceed (2023)

Based on the table above, the results of the questionnaire based on occupation are 4 students with a percentage of 13.3%, 11 students with a percentage of 36.7%, 10 employees with a percentage of 33.3%, 4 housewives with a percentage of 13.3%, and 1 self-employed person with a percentage of 3.3%. From the results of the questionnaire based on work, it is more dominated by

Muhammad Ridwan[1], Ramanda Rahmawati[2]

**The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi**

students. The T-test basically aims to find out how far the influence of each independent variable on the bound variable is in a study. In conducting a partial T Test, decision-making can be done by looking at the Sig value. This study uses a significance value of 5% or 0.05.

Table 5. T-Test Analysis Resuls
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.975	2.266		.872	.385		
	Advertising Attractiveness	.369	.073	.375	5.066	.000	.394	2.539
	Prices	.548	.072	.566	7.661	.000	.394	2.539

a. Dependent Variable: Customer Interest
Sources: Data Proceed (2023)

Advertising Attractiveness Testing (X1) on Customer Interest based on table 4.14 of the results of the T Test (partial) the significance value of the influence of advertising attractiveness on customer interest is 0.00 < 0.05 and the T value is calculated (5.066) > Ttable (1.660) where H0 is rejected and H1 is accepted. This means that there is a significant influence between the attractiveness of the ad and the interest of customers. Price Testing (X2) against customer interest. Based on table 4.14, the results of the t-test (partial) the significance value of the effect of price on customer interest is 0.000 < 0.05 and the value of T calculated (7.661) > Ttable (1.660) where H0 is rejected and H1 is accepted. This means that there is a significant influence between price and customer interest. The F test is used to determine the influence of independent variables on the variables bound to a study simultaneously or together. In the F test, this study will use a significance value of 5% or 0.05.

Table 6 – Simultant Test
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2412.233	2	1206.117	183.802	.000[b]
	Residual	636.517	97	6.562		
	Total	3048.750	99			

a. Dependent Customer Interest
b. Predictors: (Constant), Price, Advertising
Sources: Data Proceed (2023)

Based on table 4.15 above, it is known that the Sig value is 0.000 < 0.05 and the F value is calculated (183.802) > Ftable (3.940), indicating that H0 is rejected and H1 is accepted. This means that there is a significant influence between Ad Appeal (X1) and Price (X2) on Customer Interest.

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi

CONCLUSSIONS AND SUGGESIONS

Conclusions

Based on analysis and research directly by distributing questionnaires, the following conclusions and suggestions can be drawn:

1. There is a Positive Effect between the variables of advertising attractiveness on customer interest by 5.066 if the percentage is 50.66%. This is proven in the hypothesis test where the significance value of the influence of advertising attractiveness on customer interest is 0.00 < 0.05 and the value of T calculated (5.066) > Table (1.660) where H0 is rejected and H1 is accepted

2. There is a Positive Influence between price variables on customer interest of 7.661 if the percentage is 76.61%. This is proven in the hypothesis test where the significance value of the influence of price on customer interest is 0.000 < 0.05 and the value of T calculated (7.661) > Ttable (1.660) where H0 is rejected and H1 is accepted.

3. There was a positive effect together between the variables of ad attractiveness and price on customer interest by 183.80 if the percentage was 18.8%. This is evidenced by the Sig value of 0.000 < 0.05 and the value of F count (183.802) > Ftable (3.940), indicating that H0 was rejected and H1 was accepted. This means that there is a significant influence between Ad Appeal (X1) and Price (X2) on Customer Interest.

Suggestions

Based on the above research, the researcher provides several suggestions, as follows:

1. For agencies There is a significant influence between the variables of advertising attractiveness and price (X) on customer interest (Y) indigo significance greater than the standard. Therefore, PT. Gojek Indonesia must increase the attractiveness of advertising and prices as much as possible to increase customer interest.

2. For Next Researchers Some suggestions that need to be considered for future researchers who are interested in researching educational infrastructure and the effectiveness of the learning process are:
   a. Researchers are then expected to examine more sources and references related to educational infrastructure and the effectiveness of the learning process so that the research results can be better and more complete.
   b. b. Researchers are then expected to be more prepared in the process of taking and collecting and everything so that research can be carried out better. The next researcher is also expected to be supported by interviews with competent sources in the study of educational infrastructure and the effectiveness of the learning process

3. For Higher Education (IBM Bekasi) It is hoped that the university (Muhammadiyah Business Institute) will further facilitate students in the form of supporting books such as guidebooks that have been approved by the university and other companion books that are expected to be used and utilized by students.

Muhammad Ridwan[1], Ramanda Rahmawati[2]

**The Impact of Advertising and Prices to the Interest of
Gojek Online Transportation at Bekasi**

REFERENCES

Alannasir, W. (2016). Pengaruh Penggunaan Media Animasi Dalam Pembelajaran Ips Terhadap Motivasi Belajar Siswa Kelas Iv Sd Negeri Mannuruki. *Education Science and Technology*, 81-90.

Bairizki, A. (2017). Pengaruh Harga, Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Dalam Meningkatkan Penjualan (Studi Kasus Pada UD Ratna (Cake & Cookies. *Jurnal Valid*, 71-82.

Dewi, R. (2021). Pengaruh Daya Tarik dan Kekatan Iklan Terhadap Minat Pembelian. *Manajemen, 18, No.2 Agustus 2021*, 1-10.

Dujya, A. B., Amni, F. N., Saga, R., & Setyawati, Y. (2021). Pengaruh Kualitas Pelayanan, Produk dan Promosi terhadap Keputusan Pembelian Sari Roti di Kecamatan Karya Penggawa Kabupaten Pesisir Barat. *Manajemen dan Bisnis*, 143-148.

Istighfarina, N., & Sudrajat, R. H. (2017). Analisis Isi Daya Tarik Pesan Iklan Berdasarkan Elemen Print Ad Pada Iklan Sabun Mandi di Majalah Femina. *Komunikasi, 9, No.1 , Juli 2017, Hal 44 - 52*, 1-9.

Mahardika, I. A., & Santika, I. (2021). Peran Brand Awareness Memediasi Daya Tarik Iklan Online Terhadap Niat Beli "Madanty Fashion". *Manajemen, 10, No.7, 2021 : 652-671*, 1-20. doi:https://doi.org/10.24843/EJMUNUD.2021.v10.i07.p02

Nasir, A. (2021). Pengaruh Promosi dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Alfamart. *Ekonomi dan Bisnis*, 542-550.

Perdana, R. G. (2022). The Effect of Promotion and Price on Interest in Purchasing Plane Tickets at Lion Air Airlinesat Soekarno-Hatta Airport. *Jurnal Multidisiplin Mandani*, 2507-2522.

Putri, D. R. (2017). *Manajemen Pemasaran.* Denpasar: Universitas Udayana.

Roynaldy, H., Harlina, Harsani, & Risal, D. (2021). Persepsi Dan Motivasi Pemangku Kepentingan Terhadap Pengembangan Ekowisata Tondok Bakaru. *Motivasi*, 80-90.

Sari, R. (2020). Pengaruh Adanya Transportasi Online Terhadap Kesejahteraan Driver di Kota Bandar Lampung Dalam Perspektif Ekonomi Islam. *Ekonomi Islam*, 1-67.

Satria, A. (2015, November 13). *Materi Belajar*. Retrieved from www.materibelajar.id: https://www.materibelajar.id/2015/12/tujuan-dan-fungsi-manajemen-sumber-daya.html

Setyowati, H. (2022). Pengaruh Pemasaran Online Dan Minat Pelanggan Terhadap Peningkatan Laba Kharisma Studio. *Ekonomi Bisnis*, 19-28.

Suryawijaya, H., & Rusdi, F. (2021). Pengaruh Daya Tarik Iklan di Media Sosial Instagram terhadap Minat Beli Konsumen (Survei Terhadap Produk Sepatu Brodo di Kalangan Anak Muda Jakarta Barat). *Komunikasi, 5, No.1 , Maret 2021, Hal 60-66*, 1-7.

Sutrisno, Yanuarianto, & Wahyu Indrawan, Y. (2021). Pengaruh Pelatihan Dan Disiplin Kerja Terhadap Kinerja Karyawan Pada Pt. Pratama Abadi Industri Di Tangerang. *Ekonomi Efektif*, 464-474.

Usman, H., & Riyanto, K. (2019). Pengaruh Kualitas Pelayanan, Promosi, dan Harga Terhadap Keputusan Pembelian pada Toko Online Lazada di Cikarang Selatan. *Ilmiah Manajemen Pemasaran*, 1-14.

Utama, L. H. (2020). Peran Daya Tark Iklan, Kualitas Produk, dan Harga dalam Memengaruhi Keputusan Pembelian Pembersih Wajah. *Ilmu Manajemen, 7 No.1*, 1-8.

Wicaksono, S. Y. (2020). Pengaruh Harga, Promosi dan Kualitas Pelayanan Terhadap Keputusan Pembelian TIKI di Surabaya. *Riset Manajemen*, 1-18.

Yanti, N. D., & Kamil, D. K. (2020). Pengaruh Daya Tarik Iklan dan Citra Merek Terhadap Keputusan Konsumen Menggunakan Jasa Transportasi Ojek Online (GO-RIDE). *Manajemen*, 1-15.

Zubaedi, M., Sriekaningsih, A., & Harsasi, M. (2022). *Pendidikan dan Pembelajaran*, 891-900.

Zufaldi, M., Evanita, S., & Septrizola, W. (2019). Pengaruh Daya Tarik Iklan, Harga dan Electronic Word of Mouth (eWOM) Terhadap Minat Pengguna Jasa Transportasi Online Grab di Kota Padang. *Manajemen dan Wirausaha, 01*, 1-8.

Muhammad Ridwan[1], Ramanda Rahmawati[2]

The Impact of Advertising and Prices to the Interest of Gojek Online Transportation at Bekasi