

ABSTRAK

Judul : Pemanfaatan Aplikasi Tabarak Onpay Terhadap Minat Beli Masyarakat Bogor Pada Masa Pandemi Covid-19

Nama : Windi Widyawati

Program Studi : Hubungan Masyarakat

Penelitian ini untuk mengetahui pengaruh pemanfaatan aplikasi Tabarak Onpay terhadap minat beli masyarakat Bogor pada masa pandemi Covid-19. Teori yang digunakan yaitu *uses and gratification*. Objek penelitian ini adalah pemanfaatan aplikasi Tabarak Onpay, sedangkan untuk subjek penelitian ini yaitu minat beli masyarakat Bogor Utara. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey. Responden penelitian ini berjumlah 100 responden masyarakat Bogor Utara. Teknik *purposive sampling* menjadi teknik sampling yang digunakan dalam penelitian ini, dimana kriteria sampel nya yaitu masyarakat Bogor yang pernah menggunakan aplikasi Tabarak Onpay. Hasil analisis pengukuran instrumen uji validitas menggunakan skala likert, sedangkan uji reliabilitas menggunakan rumus *alpha cronbach's*. Data dalam penelitian ini diolah menggunakan program spss versi 20. Data korelasi *product moment* pearson menggunakan taraf signifikansi sebesar 5%. Berdasarkan hasil penelitian ini pemanfaatan aplikasi Tabarak Onpay berpengaruh positif dan signifikan terhadap minat beli masyarakat Bogor selama masa pandemi Covid-19 dengan nilai koefisien korelasi sebesar 0,929 yang berarti sifat korelasinya tergolong sangat tinggi atau sangat kuat.

Kata kunci:

Pemanfaatan Aplikasi, Minat Beli Masyarakat

ABSTRACT

Title : Utilization of the Tabarak Onpay Application on the Buying Interest of the Bogor Community During the Covid-19 Pandemic
Name : Windi Widyawati
Study Program : Public Relations

This study was conducted to determine the effect of using the Tabarak Onpay application on the buying interest of the people of Bogor during the Covid-19 pandemic. The theory used is uses and gratification. The object of this research is the use of the Tabarak Onpay application, while the subject of this research is the buying interest of the people of North Bogor. This study uses a quantitative approach with a survey method. Respondents of this study amounted to 100 respondents from the people of North Bogor. Purposive sampling technique is the sampling technique used in this study, where the sample criteria are Bogor people who have used the Tabarak Onpay application. The results of the analysis of the measurement of the validity test instrument used a Likert scale, while the reliability test used Cronbach's alpha formula. The data in this study were processed using the SPSS version 20 program. Pearson's product moment correlation data used a significance level of 5%. Based on the results of this study, the use of the Tabarak Onpay application had a positive and significant effect on the buying interest of the people of Bogor during the Covid-19 pandemic with a correlation coefficient value of 0.929, which means the nature of the correlation is very high or very strong.

Key words:
Application Utilization, People's Buying Interest