

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *sales promotion* dan *perceived usefulness* terhadap *continuance intention* layanan Gojek pada Generasi Milenial di Kota Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang merupakan pengguna Gojek dari kalangan Generasi Milenial di Kota Bandung. Analisis data menggunakan analisis deskriptif, regresi linear berganda, koefisien determinasi, serta uji hipotesis.

Hasil penelitian menunjukkan bahwa *sales promotion*, *perceived usefulness*, dan *continuance intention* berada pada kategori kurang baik. Secara parsial, *sales promotion* dan *perceived usefulness* berpengaruh positif dan signifikan terhadap *continuance intention*. Secara simultan, *sales promotion* dan *perceived usefulness* juga berpengaruh positif dan signifikan terhadap *continuance intention* layanan Gojek pada Generasi Milenial di Kota Bandung.

Kata Kunci: *Sales Promotion, Perceived Usefulness, Continuance Intention, Gojek, Generasi Milenial.*

ABSTRACT

This study aims to determine and analyze the influence of sales promotion and perceived usefulness on the continuance intention of Gojek services among Millennials in Bandung. The research method used was descriptive and verification with a quantitative approach. Data were collected through questionnaires distributed to respondents who are Millennial Gojek users in Bandung. Data analysis used descriptive analysis, multiple linear regression, coefficient of determination, and hypothesis testing.

The results indicate that sales promotion, perceived usefulness, and continuance intention are in the poor category. Partially, sales promotion and perceived usefulness have a positive and significant effect on continuance intention. Simultaneously, sales promotion and perceived usefulness also have a positive and significant effect on continuance intention of Gojek services among Millennials in Bandung.

Keywords: Sales Promotion, Perceived Usefulness, Continuance Intention, Gojek, Millennial Generation.