

**THE DRIVING FORCES OF STUDENTS' INTENTION TO REDEEM
MOBILE COUPON**

THESIS

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Ekonomi (S1) in International Business Management Program

Faculty of Economics Universitas Atma Jaya Yogyakarta



Compiled by:

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FACULTY OF ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

2018

A THESIS

Faculty of Economics

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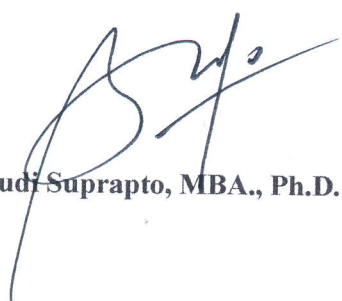
**THE DRIVING FORCES OF STUDENTS' INTENTION TO REDEEM
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**Be accepted in partial fulfillment of the requirements for the Degree of
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Faculty of Economics Universitas Atma Jaya Yogyakarta

Advisor



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17th January, 2018

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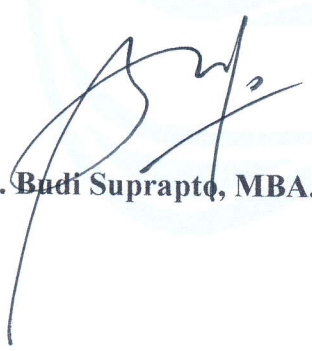
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has been defended and accepted on January, 2018 towards fulfillment of the
requirement for the Degree of Sarjana Ekonomi (S1) in International
Business Management Program Faculty of Economics,
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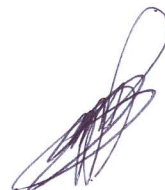
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Glanlay Gabriel Santoso

ACKNOWLEDGEMENT

The Writer would like to express his gratitude towards the following people who directly and indirectly help the writer to finish this thesis. Namely:

1. His beloved parents who nurture, protect, guide, and always beside him no matter what happens throughout his entire life.
2. All of his lecturers who give and share their knowledge to him during his study in Universitas Atma Jaya Yogyakarta.
3. His thesis supervisor, Mr. Budi Suprpto who guide him through the thesis making process.
4. All the parties who involved in the thesis making process, such as the researchers from previous study, the respondents and his friends who help him to distribute the questionnaire to the respondent.
5. All of his colleagues, in the international programs of economic faculty, who learn and help each others during their study in Universitas Atma Jaya Yogyakarta.
6. His inner circle namely Fidel, Jessica, Hans, Belle, Gilbert, Robin, Pangestu, Ricky, Esso, Rio, Monica, Cita, and Tedy who make his university life good.

My Regard,

Glanlay Gabriel Santoso

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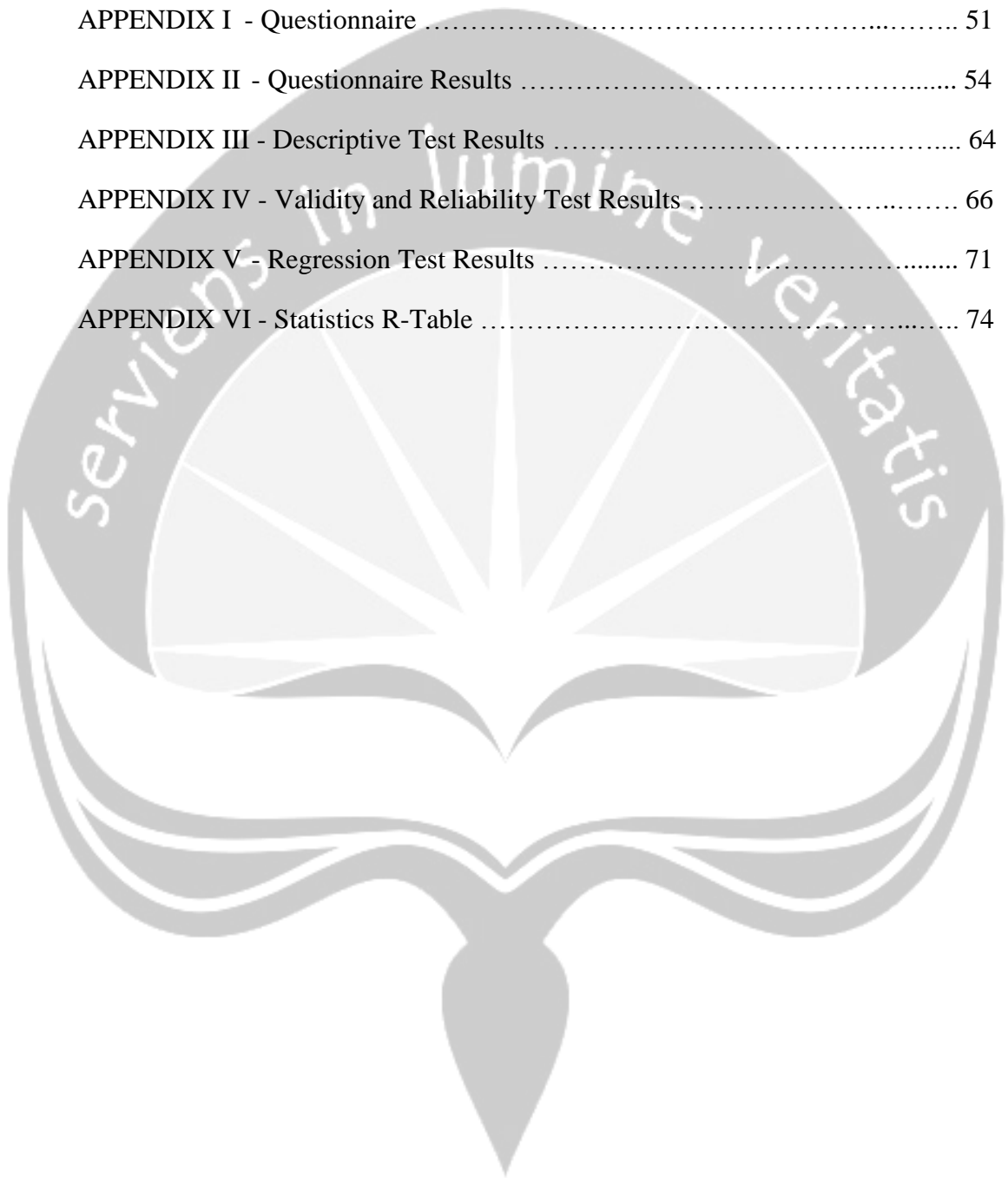


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ABSTRACT

Hand in hand with technology development, the market also growth with new characteristics and trends. In this modern era the most basic technology that consumers have is their mobile phone, and the business take advantages of this phenomenon develop the new marketing approaches which is mobile marketing and one of the subset is mobile coupon. Therefore this study conducted with the aim of examine the factors that drive consumers' intention to redeem mobile coupon. With the proposed hypothesis that economic benefit, convenience aspects, positive attitude, perceived control, and social influence as a driving forces of consumers' intention to redeem mobile coupon. A closed survey of 181 respondents verify the proposed hypothesis as a driving forces of consumers' intention to redeem mobile coupon. The finding provide the insight for the business to designing their mobile coupon. By creating the consumers positive attitude that can be done by accentuate the economic benefits and convenience aspect of mobile coupon, giving the consumers sufficient control over the mobile coupon they receive, and considering the social factors that exist in the market segmentation can potentially increase their redemption rates.

Keywords: Positive Attitude, Perceived Control, Social Influence, Intention to Redeem.