

## ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pengaruh kualitas informasi dan promosi penjualan terhadap *trust*, *perceived value*, dan *intention to recommend*. Peneliti menitikberatkan pada Aplikasi TIX ID sebagai salah satu *startup* yang baru menjajaki pasar kurang lebih dua tahun dan memiliki prestasi bagus dikarenakan memiliki *ratings* dan jumlah *pen-download* terbanyak di Indonesia. Penelitian ini menggunakan kuesioner lima *point* skala *Likert* sebagai metode pengumpulan data. Kuesioner disebar melalui *online* kepada 200 responden, dengan kriteria sebagai pengguna Aplikasi TIX ID yang minimal berusia 17 tahun, bertempat tinggal di area Surabaya, dan mengetahui adanya program diskon yang diadakan Aplikasi TIX ID. Hasil penelitian ini selanjutnya diolah dan dianalisis dengan teknik statistik *Structural Equation Modelling* (SEM), yang dioperasikan menggunakan program *smartPLS 3.0*. Hasil penelitian menunjukkan bahwa kualitas informasi Aplikasi TIX ID berpengaruh positif terhadap *trust*. Kualitas informasi juga berpengaruh positif pada *perceived value*. Kemudian promosi penjualan berpengaruh positif terhadap *perceived value*. *Trust* memiliki pengaruh positif terhadap *intention to recommend*. Selanjutnya *perceived value* memiliki pengaruh positif terhadap *intention to recommend*.

**Kata kunci:** Kualitas Informasi, Promosi Penjualan, *Trust*, *Perceived Value*, *Intention to Recommend*, *Startup*

## ABSTRACT

This study aims to explore the effect of information quality and sales promotion on trust, perceived value, and intention to recommend. Researchers focus on the TIX ID application as one of the startups that has only explored the market for about two years and has good achievements because it has the highest ratings and downloaders in Indonesia. This study uses a Likert scale five-point questionnaire as a data collection method. The questionnaire was distributed online to 200 respondents, with criteria as TIX ID Application users who were at least 17 years old, residing in the Surabaya area, and were aware of a discount program organized by the Application TIX ID. The results of this study were further processed and analyzed using Structural Equation Modeling (SEM) statistical techniques, which is operated using the smartPLS 3.0 program. The results showed that the information quality of the TIX ID Application has a positive effect on trust. Information quality also has a positive effect on perceived value. Then sales promotion has a positive effect on perceived value. Trust has a positive influence on intention to recommend. Furthermore, perceived value has a positive effect on intention to recommend.

**Keywords:** Information Quality, Sales Promotion, Trust, Perceived Value, Intention to Recommend, Startup