

THE INFLUENCE OF APPLICATION QUALITY, PROMOTION, AND BRAND AWARENESS REGARDING THE DECISION TO DOWNLOAD THE CASH APPLICATION

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Abstract

The high level of digitalization drives changes in people's behavior in accessing information. The widespread access to the internet in Indonesia has had a significant impact on the existence of mainstream media, especially print media in Indonesia. The challenge of digital transformation is the hope of print media to be able to maintain revenue amidst the decline in newspaper print circulation. Kontan as one of the print media in Indonesia is also not immune from digital transformation and media convergence by launching the Kontan Application as a super app for Kontan news. The presence of the Kontan Application is expected to increase the number of readers and revenue of Kontan in the long term. This study aims to prove and analyze the influence Application Quality, Promotion and Brand awareness towards the decision to download the Kontan application either partially or simultaneously. This type of research is quantitative research with primary data sources through questionnaires as the data collection method. The population in this study was 979 Kontan application customers who had subscribed for at least 1 month. Sampling using probability sampling technique with the following types: simple random sampling. The research sample was taken as many as 100 customers. The questionnaire in this study used a 5-point Likert scale, was created using surveymonkey.com, and distributed online via email blast. The data analysis technique used multiple linear regression and hypothesis testing used the t-test and F-test. The conclusion that can be drawn in this study is that Application quality has a positive and significant effect on the decision to download. While the variables Promotion and Brand awareness has no effect on the decision to download. Application Quality, Promotion and Brand awareness simultaneously influence the decision to download.

Keywords: App Quality, Promotion, Brand awareness, Download decision, Purchase decision.

Abstrak

Tingginya tingkat digitalisasi mendorong perubahan perilaku masyarakat dalam mengakses informasi. Mulai meratanya akses internet di Indonesia cukup besar mempengaruhi eksistensi media mainstream khususnya media cetak di Indonesia. Tantangan untuk bertransformasi digital menjadi harapan media cetak untuk dapat mempertahankan revenue ditegah menurunnya oplah cetak koran. Kontan sebagai salah satu media cetak di Indonesia pun juga tak luput dari transformasi digital dan konvergensi media dengan meluncurkan Aplikasi Kontan sebagai super apps berita-berita Kontan. Hadirnya Aplikasi Kontan, diharapkan dapat meningkatkan jumlah pembaca dan revenue Kontan dalam jangka panjang. Penelitian ini bertujuan untuk membuktikan dan menganalisis pengaruh Kualitas Aplikasi, Promosi dan Brand awareness terhadap keputusan mengunduh aplikasi Kontan baik secara parsial maupun simultan. Jenis penelitian ini adalah penelitian kuantitatif dengan sumber data primer melalui kuesioner sebagai metode pengumpulan datanya. Populasi pada penelitian ini adalah 979 pelanggan aplikasi Kontan telah berlangganan minimal 1 bulan. Pengambilan sampel menggunakan teknik probability sampling dengan jenis simple random sampling, sampel penelitian diambil sebanyak 100 pelanggan. Kuesioner dalam penelitian ini menggunakan skala likert 5 point, dibuat menggunakan surveymonkey.com, dan disebar secara online melalui email blast. Teknik analisis data menggunakan regresi linier berganda dan uji hipotesis menggunakan uji t dan uji F. Kesimpulan yang dapat diambil dalam penelitian ini adalah bahwa Kualitas aplikasi berpengaruh positif dan signifikan terhadap keputusan mengunduh. Sedangkan variabel promosi dan Brand awareness tidak berpengaruh terhadap

keputusan mengunduh. Kualitas Aplikasi, Promosi dan Brand awareness secara simultan berpengaruh terhadap keputusan mengunduh.

Kata Kunci: Kualitas Aplikasi, Promosi, Brand awareness, Keputusan Mengunduh, Keputusan pembelian.



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INTRODUCTION

It is undeniable that the emergence of the internet has become a catalyst for fundamental changes in the mass communication ecosystem. The shift in public preferences from conventional print media to more interactive digital platforms has radically changed the face of the media industry. The changes that have occurred have not only changed the way people consume news, but have also influenced how mass media interact with audiences and convey information. In responding to this dynamic, mass media are trying to survive through digital transformation and media convergence, namely the integration of various media formats into one digital platform.

In 2024, the internet penetration rate in Indonesia, based on a survey by the Indonesian Internet Service Providers Association, will reach 79.5%.¹ However, the increase in internet penetration is not accompanied by growth in access to information through print media. Digital News Report data shows that only 9% of Indonesians still access news through print media, down from 15% the previous year.² This phenomenon raises questions about the relevance of print media in the digital era.

Despite the challenges of digitalization, mainstream media is still trusted by the public. The Kompas Research and Development Survey showed that 38.2% of respondents considered mainstream media as a trusted source of information.³ This trust is the foundation for the media to continue to transform, one of which is through a digitalization strategy to remain relevant.

Basically, the conventional media industry is highly dependent on two main sources of income, namely subscriptions and advertising. These two sources influence each other where the more subscribers, the higher the interest of corporations to advertise. To increase competitiveness, the

¹ Asosiasi Penyelenggara Jasa Internet Indonesia, "APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang," <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>, February 7, 2024.

² Janet Steele, "As the World's Third Largest Democracy Gears up for the 2024 General Elections, the Use of Social Media as a Source of News Continues to Outpace Print and TV," <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024/indonesia>, June 17, 2024.

³ Ridha Kusuma Perdana, "Hasil Survei Sumber Informasi Yang Paling Dipercaya Masyarakat Indonesia," <https://dataindonesia.id/varia/detail/hasil-survei-sumber-informasi-yang-paling-dipercaya-masyarakat-indonesia>, July 9, 2024.

media compete to improve the quality and innovation of their products. In this context, Kontan as one of the business and investment media in Indonesia, has taken various digitalization steps since 2008.

Kontan is a mass media that is part of the Kompas Gramedia media group. Kontan is a media that focuses on economic and business issues in Indonesia, first published in 1996 in Tabloid form. As a media, Kontan continues to develop various news products into digital forms, such as e-paper and the Business Insight (Premium Membership News) subscription platform, and introduced the Kontan Digital Premium Access (KDPA) subscription package in 2021. This step is complemented by the launch of the Kontan application in 2024, which combines access to e-paper, Business Insight, and free content from Kontan.co.id. This transformation has proven to have a positive impact on sales, with a significant increase in KDPA subscriptions after the launch of the application.

The reader's decision to migrate to the Kontan application is an important factor in the success of media convergence. Purchasing decisions are a process that involves evaluating various available alternatives, which are influenced by internal and external factors such as needs, perceptions, and social environments.⁴ In the context of mobile applications, the decision to download an application is also influenced by several factors, including the quality of the application, promotions carried out by the company, and brand awareness.

One of the factors that can influence consumer decisions is application quality. Application quality covers various dimensions, including ease of use, security, convenience, and application performance. Application quality can be measured through five dimensions, namely security, convenience, information, ease of use, and service quality.⁵ This dimension can influence users' perception of the application and, ultimately, their decision to download the application. Good quality applications, with features that are easy to access, safe, and comfortable to use, tend to be more attractive to consumers.

In addition to the quality of the application, promotion also plays an important role in influencing consumer decisions. Promotion can include a variety of activities designed to increase consumer awareness and interest in the products or services offered by the company. Promotion is an element in the marketing mix that aims to communicate the value of the product or service to consumers and influence purchasing decisions.⁶ Promotion is measured through four indicators, namely advertising, sales promotion, publication & public relations, and direct marketing.⁷

⁴ Philip. Kotler, Kevin Lane. Keller, and Alexander. Chernev, Marketing Management (Pearson Education Limited, 2022).

⁵ Hyejeong Kim and Linda S. Niehm, "The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing," *Journal of Interactive Marketing* 23, no. 3 (August 2009): 221–33, <https://doi.org/10.1016/j.intmar.2009.04.009>.

⁶ Kotler, Keller, and Chernev, Marketing Management.

⁷ Philip Kotler and Kevin Lane Keller, *A Framework For Marketing Management*, 6th ed. (Boston: Pearson Education, 2016).

Brand awareness or brand awareness also plays an important role in the decision to download an application. Brand awareness can be interpreted as the ability of consumers to recognize or recall a brand in a particular product category. The higher the level of brand awareness of an application, the more likely consumers are to choose and download the application. Brand awareness is measured through four levels of awareness, namely brand unawareness, brand recognition, brand recall, and top of mind.⁸

Several previous research results that have been conducted show that application quality, promotion, and brand awareness have a significant influence on consumer decisions in purchasing or downloading applications. Stefani found that application quality has a positive effect on purchasing decisions,⁹ while Santoso et al. showed that promotions can increase consumer decisions to purchase products.¹⁰ Another study by Annisa Putri also confirmed that brand awareness has a positive influence on consumer decisions in choosing a brand.¹¹ This study attempts to further test the influence of these three factors on the decision to download the Kontan application.

The hypotheses proposed in this study are: first, application quality has a significant effect on the decision to download the Kontan application. Second, promotion has a significant effect on the decision to download the Kontan application. Third, Brand awareness has a significant effect on the decision to download the Kontan application. Fourth, application quality, promotion, and Brand awareness simultaneously have an effect on the decision to download the Kontan application.

Based on this phenomenon, this study will examine the influence of application quality (X1), promotion (X2), and brand awareness (X3) on the decision to download (Y) the Kontan application. This study aims to identify the most dominant factors influencing consumer behavior in adopting digital applications, especially in the media sector.

RESEARCH METHODS

This study uses a quantitative approach with an explanatory research design. This approach model is used to explore and explain the relationship between the variables in this study, namely application quality (X1), promotion (X2), and brand awareness (X3) in influencing the decision to

⁸ Darmadi Duriyanto, Sugiarto, and Tony Sitinjak, *Strategi Menaklukan Pasar : Melalui Riset Ekuitas Dan Perilaku Merek* (Jakarta: Gramedia Pustaka Utama, 2004).

⁹ Maria Stefani, "Pengaruh Kualitas Produk, Promosi Dan Brand Awareness Terhadap Keputusan Pembelian Konsumen Pada Mr. Suprek Pucang Di Surabaya" (UNIVERSITAS KATOLIK DARMA CENDIKA, 2019), <http://repositori.ukdc.ac.id>.

¹⁰ Sugeng Santoso, Theresia Pradiani, and Fathorrahman, "Analisis Pengaruh Promosi, Harga Dan Personal Selling Terhadap Keputusan Konsumen Membeli Motor Honda Pada PT. Cahaya Unggul Nusantara Cabang Madiun," *ISOQUANT: Jurnal Ekonomi, Manajemen Dan Akuntansi* 6, no. 2 (2022): 176–92, <http://studentjournal.umpo.ac.id/index.php/isoquant>.

¹¹ Siti Annisa Putri, "Analisis Pengaruh Brand Awareness, Brand Association, Perceive Quality Dan Brand Loyalty Terhadap Keputusan Berlangganan Konten Premium Business Insight Di Media Kontan Kompas Gramedia" (Institut Teknologi dan Bisnis Asia, 2022).

download the Kontan application. The quantitative approach was chosen because it provides an opportunity to test hypotheses objectively through the collection of numerical data that can be analyzed statistically. This explanatory design allows researchers to explain the causal relationship between the variables studied, in this case application quality (X1), promotion (X2), and brand awareness (X3), on the decision to download the Kontan application (Y). This study aims to identify how much influence each independent variable has on the decision to download the Kontan application, which can provide insight for companies in formulating application development strategies. The sampling technique used is probability sampling where sampling provides an equal opportunity for each element (member) of the population to be selected as a sample member. The technique used is simple random sampling, said to be simple because the sampling of sample members from the population is carried out randomly without considering the strata in the population.¹² In this study, samples were taken from the population, namely Kontan Digital Premium Access customers, who are active users of the Kontan application who have subscribed for at least 1 month. The number of samples taken was 100 respondents, calculated based on the Slovin formula from 979 population, the number 90.99 was obtained which was rounded up to 100 respondents. In order to ensure valid and representative results for a larger population. The collected data were then analyzed using Microsoft Office Excel and SPSS software to perform the necessary statistical analysis, such as multiple linear regression analysis and classical assumption testing.

This research was conducted in Jakarta, but the research object included all Kontan application users spread throughout Indonesia. The Kontan application is a news platform that provides information related to economics, business, and investment that can be accessed by subscribers. This research began in September 2024, with research stages including literature collection, proposal preparation, and data processing and analysis carried out in stages. Data collection was carried out through two main methods, namely literature study and questionnaire distribution. The questionnaire was distributed to Kontan application customers who had subscribed for at least one month, with the aim of obtaining respondents who were already quite familiar with the products and services offered by the application. In order to measure the influence of each variable, the researcher used several indicators that were in accordance with existing theories. Application quality was measured by five dimensions including security, comfort, information, convenience, and service quality.¹³ Promotion is measured based on various forms of promotional activities carried out by the Kontan application, such as advertising, sales promotion, publication, and direct marketing.

¹² Sugiyono, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D* (Bandung: Alfabeta, 2016).

¹³ Kim and Niehm, "The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing."

Meanwhile, brand awareness is measured through the level of brand recognition and brand recall related to the Kontan application.

To ensure the quality of the data obtained, this study conducted instrument testing including validity and reliability tests. Validity testing aims to ensure that the data collection instrument measures the intended variables, while reliability testing is used to measure the consistency of the measuring instrument. The questionnaire is considered valid if the correlation value is greater than the table and reliable if the Cronbach's Alpha value is above 0.60. To analyze the effect of application quality, promotion, and brand awareness on the decision to download the Kontan application, the researcher used multiple linear regression analysis. As an additional step, a classical assumption test was conducted to ensure that the data used met the validity requirements of the model, which included normality testing, heteroscedasticity testing, and multicollinearity testing. Hypothesis testing was conducted using the F test to see the simultaneous effect between independent variables on the decision to download, as well as the t test to test the partial effect of each variable on the decision to download the application. The results of the t test and F test were then analyzed to determine the significance of the influence of each variable, with a significance value of less than 0.05 indicating that the variable had a significant effect on the decision to download the Kontan application.

RESULTS AND DISCUSSION

Based on the results of the questionnaire received from 100 Kontan Digital Premium Access customers, the analysis of the demographic characteristics of the respondents showed that the majority of respondents were male (67%) and aged between 31 and 40 years (43%), reflecting a productive age group that is active in career and finance. In terms of education, most respondents have a bachelor's degree (63%), indicating that they have an adequate educational background to access and understand the economic and investment content presented by the Kontan application. In terms of income, the majority of respondents (70%) have an income above IDR 5,500,000 per month, indicating that Kontan application customers generally come from socio-economic group A (SES A), who have high purchasing power and a need for information related to investment and economic developments. In terms of employment, most respondents work as private employees (59%), followed by entrepreneurs or self-employed (19%), which is in line with the focus of the Kontan application content which discusses a lot of news related to company developments and the condition of the Indonesian economy. These findings indicate that the majority of Kontan application users are individuals who are aware of and interested in business, financial, and investment information that can support their careers and financial management, whether as employees, entrepreneurs, or professionals in other sectors. The descriptive analysis of the research variables is interpreted by referring to the class interval that has been created from the Likert scale used and the results of data processing using

SPSS2.5 obtained an average value (mean) of the application quality variable of 3.9, a promotion variable of 4.04, a brand awareness variable of 3.94, and a download decision variable of 4.00 which shows that the sample agrees with the statement items in the questionnaire.

The results of the validity and reliability tests in this study indicate that the questionnaire used can be relied on to measure the variables studied. The validity test using Pearson correlation shows that all question items have a significant relationship with the total score of the variable, with a Correlated Item-Total Correlation value greater than 0.1661, which means that all items in the Application Quality, Promotion, Brand awareness, and Download Decision variables are valid. In addition, the reliability test with Cronbach's Alpha shows that all variables have values greater than 0.60 (Application Quality = 0.879, Promotion = 0.944, Brand awareness = 0.704, and Download Decision = 0.831), which means that all items in the questionnaire can provide consistent and reliable results. Thus, it can be concluded that the questionnaire used in this study is valid and reliable.

The classical assumption test in this study aims to ensure that the regression model used does not violate the basic assumptions that can affect the results and interpretation of the analysis. The normality test is carried out to test whether the residuals in the regression model have a normal distribution. Normality is very important in regression analysis because the mismatch of the residual distribution can lead to biased parameter estimates. Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.147 which is greater than 0.05 indicates that the residuals are normally distributed.

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0.0000000 |
| | Std. Deviation | 25.70363684 |
| Most Extreme Differences | Absolute | 0.077 |
| | Positive | 0.051 |
| | Negative | -0.077 |
| Test Statistics | | 0.077 |
| Asymp. Sig. (2-tailed) | | .147 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

In addition to normality, multicollinearity testing is also very important to ensure that the independent variables in the model do not have a very high correlation with each other, because this can cause unstable coefficient estimates. Multicollinearity testing is carried out by looking at the Tolerance and Variance Inflation Factor (VIF) values. Based on the results of the analysis, the Tolerance values for the Application Quality, Promotion, and Brand awareness variables are all

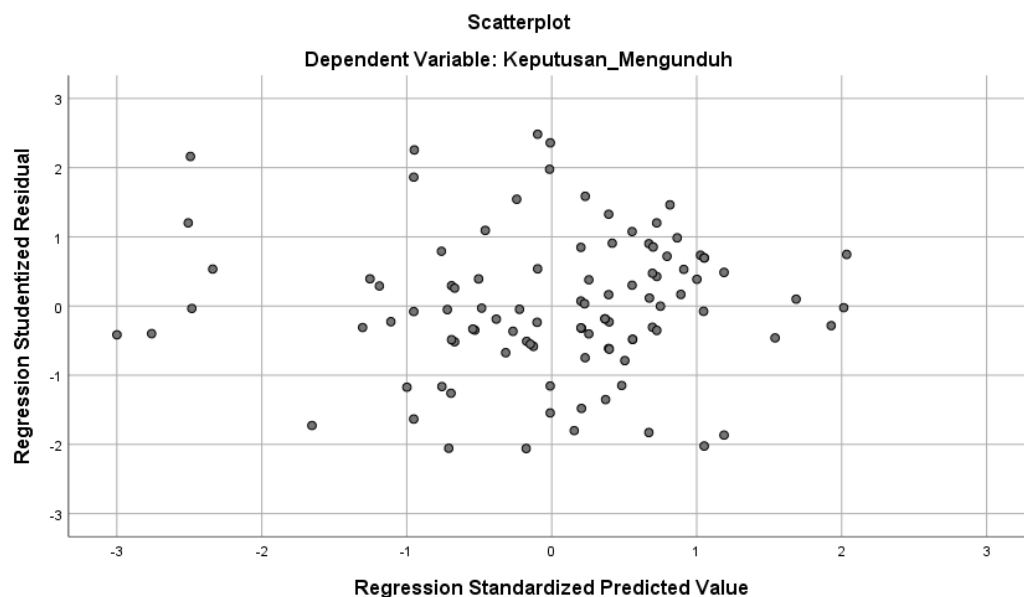
greater than 0.10, and the VIF values for the three variables are also below 10, indicating that there is no significant multicollinearity in the regression model.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 92.584 | 23.939 | | 3.868 | .000 | | |
| | Kualitas_Aplikasi | .829 | .064 | .863 | 12.909 | .000 | .682 | 1.467 |
| | Promosi | 4.048E-5 | .001 | .002 | .030 | .976 | .908 | 1.101 |
| | Brand_Awareness | -.040 | .062 | -.043 | -.645 | .520 | .687 | 1.456 |

a. Dependent Variable: Keputusan_Mengunduh

Furthermore, the heteroscedasticity test aims to ensure that the residuals of the regression model have constant variance across all levels of predicted values. Inequality of residual variance (heteroscedasticity) can interfere with the accuracy of parameter estimates in the regression model. The results of the heteroscedasticity test conducted using the Glesjer method and scatterplot graphs show that the data points are randomly scattered around the zero line without forming a clear pattern, either horizontally or vertically. This indicates that there is no significant heteroscedasticity, and the regression model meets the heteroscedasticity assumption.



Overall, the results of the classical assumption test in this study indicate that the regression model used meets the assumption of normality, does not experience multicollinearity, and is not affected by heteroscedasticity. Checking this classical assumption is very important to ensure the validity and reliability of the research results. Thus, it can be concluded that the regression model built can be used for further analysis without any interference from violations of classical assumptions that can affect the estimation results and conclusions of the study.

| Coefficients ^a | | | | | | |
|---------------------------|---------------------|-----------|--------|---------------------------|--------|-------|
| Model | | | | Standardized Coefficients | t | Sig. |
| | | | | Beta | | |
| 1 | (Constant) | 92,584 | 23,939 | | 3,868 | 0,000 |
| | Application_Quality | 0.829 | 0.064 | 0.863 | 12,909 | 0,000 |
| | Promotion | 4,048E-05 | 0.001 | 0.002 | 0.030 | 0.976 |
| | Brand_Awareness | -0.040 | 0.062 | -0.043 | -0.645 | 0.520 |

Multiple linear regression analysis in this study is used to evaluate the extent to which the variables of application quality, promotion, and brand awareness can influence the decision to download the Kontan application. Based on the results of the regression analysis, the resulting regression model is as follows:

$$Y = \alpha + B_1X_1 + B_2X_2 + B_3X_3$$

$$Y = 92.584 + 0.829X_1 + 0.00004048X_2 - 0.040X_3$$

From the results, it can be seen that the constant value of 92.584 indicates the decision to download the application when all independent variables are zero. The application quality variable (X1) shows a positive regression coefficient of 0.829, which means that every one unit increase in application quality will increase the decision to download by 0.829. Meanwhile, the promotion variable (X2) has a very small regression coefficient (0.00004048), which indicates a very low influence on the decision to download. Conversely, brand awareness (X3) has a negative regression coefficient (-0.040), which indicates that increasing brand awareness can actually reduce the decision to download the application, although the influence is very small.

| Model Summary ^b | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .841 ^a | 0.707 | 0.698 | 26,1022 | 2,056 |

a. Predictors: (Constant), Brand_Awareness, Promotion, Application_Quality

b. Dependent Variable: Decision_To Download

The multiple determination coefficient (R^2) is used to measure how much the independent variable contributes to the variation in the dependent variable. , the R^2 value is 0.707, which indicates that 70.7% of the variation in the decision to download can be explained by the variables of application quality, promotion, and brand awareness. The remaining 29.3% is influenced by other factors not examined in this study. This fairly high R^2 value indicates that the linear regression model used can explain most of the variation in the decision to download the application.

| Coefficients ^a | | | | | | |
|---------------------------|---------------------|-----------|--------|---------------------------|--------|-------|
| Model | | | | Standardized Coefficients | t | Sig. |
| | | | | Beta | | |
| 1 | (Constant) | 92,584 | 23,939 | | 3,868 | 0,000 |
| | Application_Quality | 0.829 | 0.064 | 0.863 | 12,909 | 0,000 |
| | Promotion | 4,048E-05 | 0.001 | 0.002 | 0.030 | 0.976 |
| | Brand_Awareness | -0.040 | 0.062 | -0.043 | -0.645 | 0.520 |

The t-test is used to test the effect of each independent variable on the dependent variable partially. Based on the results of the t-test, it is known that the application quality variable (X1) has a significant effect on the decision to download, with a significance value of 0.000 which is smaller than 0.05 and a calculated t of 12.909 which is greater than the t table of 1.985. On the other hand, the promotion variable (X2) and brand awareness (X3) do not have a significant effect on the decision to download the application, because the significance values of both are greater than 0.05 (0.976 for promotion and 0.520 for brand awareness), and the calculated t value is smaller than the t table. Thus, the hypothesis regarding the effect of application quality on the decision to download is accepted, while the hypothesis regarding the effect of promotion and brand awareness is rejected.

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 158091.982 | 3 | 52697.327 | 77.346 | .000 ^b |
| | Residual | 65407.018 | 96 | 681.323 | | |
| | Total | 223499.000 | 99 | | | |

a. Dependent Variable: Keputusan_Mengunduh
b. Predictors: (Constant), Brand_Awareness, Promosi, Kualitas_Aplikasi

The F test is used to test the simultaneous influence of all independent variables on the dependent variable. Based on the Table, the significance value of the F test is 0.000 which is smaller than 0.05, indicating that simultaneously, application quality, promotion, and brand awareness have a significant effect on the decision to download the application. The result of the F calculation is 223.499 which is greater than the F table of 2.698, which confirms that the overall regression model can explain the influence of independent variables on the decision to download the Kontan application.

CONCLUSION AND SUGGESTIONS

Based on the results of this study, it can be concluded that application quality has a significant influence on consumer decisions to download the Kontan application. This finding shows that technical and functional factors of the application, such as ease of use, security, and service quality, are aspects that are highly considered by consumers. The better the quality of the application in meeting user needs, the more likely they are to download and subscribe to the application. This result is in line with the theory that application quality is a key element in shaping consumer perceptions of digital products, which influences their decision to choose a particular application.¹⁴ Therefore, application providers need to pay special attention to the technical aspects of the application to increase user satisfaction and encourage wider application adoption.

However, although the promotion and brand awareness variables tested in this study did not show a significant influence on the decision to download the Kontan application, this provides important insights into the dynamics of consumer behavior in choosing a digital news application. Although the promotion carried out by the Kontan application has a small influence, this promotional factor is not the main driver for consumers to download the application. Likewise with brand awareness, although the majority of respondents are familiar with the Kontan application, the influence of brand recognition on the decision to download the application was also not proven to be significant. This finding indicates that consumers are more likely to judge the quality of the application directly, especially in terms of ease of access and the services offered, compared to external factors such as promotions or simply brand recognition. Therefore, application development that focuses on improving product quality will be more effective than relying solely on promotions or efforts to increase brand awareness.

The implications of these findings are very important in directing the development of future application strategies. Media Kontan, as an application provider, needs to prioritize efforts to improve the quality of the application, especially in terms of user experience and services provided, to ensure better customer retention and attract more new users. Although promotion and brand awareness were not proven to have a significant influence, evaluation and improvement of the promotion strategy are still needed to increase its effectiveness in influencing consumer behavior. This study also provides direction for further research to consider other variables that may influence the decision to download an application, such as price factors, user experience, and perceptions of the overall value of the application. Further research with a larger number of respondents and a wider scope of variables can provide a deeper understanding of the factors that influence consumer decisions in the context of

¹⁴ Willy Sambodho, Theresia Pradiani, and Agus Rahman Alamsyah, "Analisis Pengaruh Kualitas Website, Brand Awareness, dan Promosi Terhadap Keputusan Pembelian pada E-commerce Tokopedia," *Jurnal Ilmiah Riset Aplikasi Manajemen(JIRAM)* 1, no. 1 (2023): 175–82.

digital applications.¹⁵ However, it should be noted that this study has limitations, including the potential for sample bias caused by the use of online questionnaires and the limited number of respondents, so that the results of this study cannot be generalized widely without further research with larger and more diverse samples. In addition, this study only focuses on three variables, namely application quality, promotion, and brand awareness, without considering other variables that may have a significant influence, such as socio-cultural factors or price perceptions. Therefore, further research is recommended to expand the scope of the variables studied and involve more respondents to obtain a more comprehensive picture of consumer behavior in downloading digital applications.

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