

ABSTRAK**PENGARUH *BRAND AMBASSADOR* DAN PROMOSI TERHADAP LOYALITAS KONSUMEN YANG DIMEDIASI OLEH KEPUASAN KONSUMEN PADA *E-COMMERCE SHOPEE***

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh *brand ambassador* terhadap loyalitas konsumen *E-commerce* Shopee, (2) Pengaruh promosi terhadap loyalitas konsumen *E-commerce* Shopee, (3) Pengaruh kepuasan terhadap loyalitas konsumen *E-commerce* Shopee, (4) Pengaruh *brand ambassador* terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen *E-commerce* Shopee, (5) Pengaruh promosi terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen *E-commerce* Shopee. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Data diperoleh dengan menyebarkan kuesioner dalam bentuk google form tentang *Brand ambassador*, promosi, loyalitas konsumen, dan kepuasan konsumen kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* dengan aplikasi SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa : (1) *Brand Ambassador* tidak berpengaruh signifikan terhadap loyalitas konsumen *e-commerce* Shopee, (2) Promosi berpengaruh signifikan terhadap loyalitas konsumen *e-commerce* Shopee, (3) Kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen *e-commerce* Shopee, (4) *Brand ambassador* berpengaruh signifikan terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen *e-commerce* Shopee secara penuh (*full mediation*), (5) Promosi berpengaruh signifikan terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen *e-commerce* Shopee secara sebagian (*Partial mediation*).

Kata kunci : *Brand Ambassador*, Promosi, Loyalitas konsumen, Kepuasan konsumen

ABSTRACT**THE INFLUENCE OF BRAND AMBASSADOR AND PROMOTION
TOWARDS CUSTOMER LOYALTY MEDIATED BY CUSTOMER
SATISFACTION ON E-COMMERCE SHOPEE**

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This research aims to determine (1) The influence of brand ambassadors towards Shopee E-commerce customer loyalty, (2) The influence of promotions towards Shopee E-commerce customer loyalty, (3) The influence of satisfaction towards Shopee E-commerce customer loyalty, (4) The influence of Brand ambassador towards customer loyalty mediated by Shopee E-commerce customer satisfaction, (5) The influence of promotion towards customer loyalty mediated by Shopee E-commerce customer satisfaction. The sampling technique used in this research is purposive sampling. Data were obtained by distributing questionnaires in the form of google form about brand ambassadors, promotions, customer loyalty, and customer satisfaction to 100 respondents. The data analysis technique used in this research is Partial Least Square with SmartPLS 3.0 application. The results of this study indicate that: (1) Brand Ambassador had no significant influence towards Shopee e-commerce customer loyalty, (2) Promotion had a significant influence towards Shopee e-commerce customer loyalty, (3) Customer satisfaction had a significant influence towards Shopee e-commerce customer loyalty, (4) Brand ambassador had a significant influence towards customer loyalty mediated by Shopee e-commerce customer satisfaction in fully (full mediation), (5) Promotion has a significant effect on customer loyalty mediated by Shopee e-commerce customer satisfaction in partially (Partial mediation).

Keywords: Brand Ambassador, Promotion, Customer Loyalty, Customer Satisfaction