

ABSTRAK

DISKON DAN LOYALITAS KONSUMEN SHOPEE: PERANAN REPUTASI DAN CITRA JENAMA

Margareta Arimbi Sari

Universitas Sanata Dharma

Yogyakarta

2022

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh pemberian diskon pada reputasi jenama, citra jenama, dan loyalitas konsumen Shopee, (2) pengaruh reputasi jenama pada loyalitas konsumen Shopee, (3) pengaruh citra jenama pada loyalitas konsumen Shopee, (4) pengaruh pemberian diskon pada loyalitas konsumen Shopee yang dimediasi reputasi jenama dan citra jenama. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang diskon, reputasi jenama, citra jenama, dan loyalitas konsumen secara daring melalui *Google Form* kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan *SmartPLS 3.0*. Hasil penelitian ini menunjukkan bahwa: (1) Pemberian diskon tidak berpengaruh secara positif pada loyalitas konsumen, (2) Pemberian diskon berpengaruh positif pada reputasi jenama, (3) Pemberian diskon berpengaruh positif pada citra jenama, (4) Reputasi jenama tidak berpengaruh positif pada loyalitas konsumen, (5) Citra jenama berpengaruh secara positif pada loyalitas konsumen, (6) Reputasi jenama tidak memediasi pengaruh pemberian diskon pada loyalitas konsumen, (7) Citra jenama memediasi secara penuh pengaruh pemberian diskon pada loyalitas konsumen.

Kata kunci: Diskon, Reputasi Jenama, Citra Jenama, Loyalitas Konsumen.

ABSTRACT

**DISCOUNTS AND CUSTOMER LOYALTY SHOPEE:
THE ROLE OF REPUTATION AND BRAND IMAGE**

Margareta Arimbi Sari

Sanata Dharma University

Yogyakarta

2022

This study aims to determine: (1) the effect of giving discounts on brand reputation, brand image, and Shopee consumer loyalty, (2) the effect of brand reputation on Shopee consumer loyalty, (3) the effect of brand image on Shopee consumer loyalty, (4) the effect giving discounts to Shopee consumer loyalty mediated by brand reputation and brand image. The sampling technique in this study used purposive sampling. Data was obtained by distributing questionnaires about discounts, brand reputation, brand image, and online consumer loyalty via the Google Form to 100 respondents. Data analysis uses Partial Least Square and uses SmartPLS 3.0. The results of this study indicate that: (1) Discounts have no positive effect on consumer loyalty, (2) Discounts have a positive effect on brand reputation, (3) Discounts have a positive effect on brand image, (4) Brand reputation has no positive effect on consumer loyalty, (5) Brand image has a positive effect on consumer loyalty, (6) Brand reputation does not mediate the effect of discounting on consumer loyalty, (7) Brand image fully mediates the effect of discounting on consumer loyalty.

Keywords: Discount, Brand Reputation, Brand Image, Consumer Loyal