

ABSTRAK

**PENGARUH IKLAN DIGITAL DAN PROMO CASHBACK TERHADAP
MINAT BELI KONSUMEN SHOPEE DENGAN BRAND IMAGE
SEBAGAI VARIABEL MEDIASI**

Studi pada *e-commerce* Shopee

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Penelitian ini bertujuan untuk mengetahui: pengaruh iklan digital terhadap minat beli, pengaruh iklan digital terhadap minat beli dengan *brand image* sebagai variabel mediasi, pengaruh promo *cashback* terhadap minat beli, pengaruh promo *cashback* terhadap minat beli dengan *brand image* sebagai variabel mediasi, Teknik pengambilan sampel pada penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara online tentang iklan digital, promo *cashback*, minat beli, serta *brand image* kepada 85 responden. Analisis data menggunakan *Structural Equation Mode-Partial Least Square* dengan bantuan aplikasi *SmartPLS 3*. Hasil penelitian menunjukkan bahwa: Iklan digital berpengaruh positif terhadap minat beli, Iklan digital berpengaruh positif terhadap minat beli dengan dimediasi sebagian oleh *brand image*, promo *cashback* berpengaruh positif terhadap minat beli, promo *cashback* berpengaruh positif terhadap minat beli dengan dimediasi sebagian oleh *brand image*.

Kata kunci: iklan digital, *cashback*, minat beli, dan *brand image*.

ABSTRACT
THE INFLUENCE OF DIGITAL ADVERTISING AND CASHBACK PROMOTION ON INTENTION TO BUY OF SHOPEE CONSUMERS WITH BRAND IMAGE AS A MEDIATION VARIABLE
A Study on e-commerce Shopee

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This study aims to determine: the influence of digital advertising on purchase intention; the influence of digital advertising on purchase intention with brand image as a mediating variable; the influence of cashback promotion on purchase intention; and the influence of cashback promotion on purchase intention with brand image as a mediating variable. The sampling technique used in this study is purposive sampling. Data were obtained by distributing online questionnaires about digital advertising, cashback promotion, purchase intentions, and brand image to 85 respondents. Data analysis uses Structural Equation Modeling-Partial Least Squares with the help of the SmartPLS 3 application. The results show that: digital advertising had a positive influence on purchase intention; digital advertising had a positive influence on purchase intention, partially mediated by brand image; cashback promotion had a positive influence on purchase intention; and cashback promotion had a positive influence on purchase intention, partially mediated by brand image.

Keywords: digital advertising, cashback, purchase intention, and brand image.