

ABSTRAK

**PENGARUH *BRAND AMBASSADOR* DAN *SALES PROMOTION*
TERHADAP MINAT BELI ULANG *E-COMMERCE* TOKOPEDIA
DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI
(Studi pada konsumen Tokopedia di Yogyakarta)**

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2023

Penelitian ini dilakukan untuk menguji peran kepuasan konsumen dalam memediasi pengaruh *brand ambassador* dan *sales promotion* terhadap minat beli ulang. Populasi penelitian adalah konsumen di Daerah Istimewa Yogyakarta yang telah menggunakan *platform e-commerce* Tokopedia, pernah melakukan pembelian dan telah melakukan pembelian ulang minimal sebanyak 1 kali. Metode sampling yang digunakan adalah *convenience sampling*. Jumlah sampel yang diteliti sebanyak 100 orang responden. Data penelitian dikumpulkan menggunakan kuesioner. Analisis data menggunakan teknik *path analysis* dengan menggunakan program SmartPLS. Hasil penelitian membuktikan secara empiris bahwa: (1) *brand ambassador* memiliki pengaruh yang positif dan signifikan terhadap minat beli ulang, (2) *sales promotion* memiliki pengaruh yang positif dan signifikan terhadap minat beli ulang, (3) *brand ambassador* memiliki pengaruh yang positif dan signifikan terhadap kepuasan konsumen, (4) *sales promotion* memiliki pengaruh yang positif dan signifikan terhadap kepuasan konsumen, (5) kepuasan konsumen memiliki pengaruh yang positif dan signifikan terhadap minat beli ulang, (6) kepuasan konsumen memediasi pengaruh *brand ambassador* terhadap minat beli ulang, (7) kepuasan konsumen memediasi pengaruh *sales promotion* terhadap minat beli ulang.

Kata Kunci: *brand ambassador*, *sales promotion*, kepuasan konsumen, minat beli ulang

ABSTRACT

**THE INFLUENCE OF BRAND AMBASSADOR AND SALES PROMOTION
ONTOKOPEDIA E-COMMERCE REPURCHASE INTEREST WITH
CUSTOMERSATISFACTION AS A MEDIATION VARIABLE
(Study on Tokopedia consumers in Yogyakarta)**

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This research was conducted to examine the role of consumer satisfaction in mediating the influence of brand ambassadors and sales promotion on repurchase intention. The research population is consumers in the Special Region of Yogyakarta who have used the Tokopedia e-commerce platform, have made a purchase and have repurchased at least 1 time. The sampling method used is convenience sampling. The number of samples studied were 100 respondents. Research data was collected using a questionnaire. Data analysis uses path analysis techniques using the SmartPLS program. The results of the study empirically prove that: (1) brand ambassadors have a positive and significant influence on repurchase intention, (2) sales promotion has a positive and significant influence on repurchase intention, (3) brand ambassadors have a positive and significant influence on consumer satisfaction, (4) sales promotion has a positive and significant influence on consumer satisfaction, (5) consumer satisfaction has a positive and significant influence on repurchase intention, (6) consumer satisfaction mediates the influence of brand ambassadors on repurchase intention, (7) consumer satisfaction mediates the effect of sales promotion on repurchase intention.

Keywords: brand ambassador, sales promotion, customer satisfaction, repurchase intention