

ABSTRAK

**PENGARUH HARGA, PROMOSI, DAN ULASAN PRODUK TERHADAP
MINAT BELI ULANG KONSUMEN IBOX OFFICIAL SHOP DI SHOPEE
DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung harga terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (2) pengaruh secara langsung promosi terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (3) pengaruh secara langsung ulasan produk terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (4) pengaruh harga terhadap minat beli ulang yang dimediasi oleh *brand image* pada konsumen iBox Official Shop di Shopee; (5) pengaruh promosi terhadap minat beli ulang yang dimediasi oleh *brand image* pada konsumen iBox Official Shop di Shopee; (6) pengaruh ulasan produk terhadap minat beli ulang yang dimediasi oleh *brand image* pada konsumen iBox Official Shop di Shopee. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan metode *purposive sampling*. Data diperoleh melalui kuesioner dalam bentuk *Google Form* yang disebarakan kepada 120 responden yang memenuhi kriteria yang telah ditetapkan. Teknik analisis data menggunakan metode *Partial Least Square* (PLS) dengan perangkat lunak SmartPLS 3. Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh secara langsung terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (2) promosi tidak berpengaruh secara langsung terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (3) ulasan produk berpengaruh secara langsung terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (4) *brand image* tidak terbukti memediasi pengaruh harga terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (5) *brand image* tidak terbukti memediasi pengaruh promosi terhadap minat beli ulang konsumen iBox Official Shop di Shopee; (6) *brand image* terbukti memediasi sebagian (*complementary partial mediation*) pengaruh ulasan produk terhadap minat beli ulang konsumen iBox Official Shop di Shopee.

Kata Kunci: Harga, Promosi, Ulasan Produk, Minat Beli Ulang, *Brand image*.

ABSTRACT

**THE EFFECT OF PRICE, PROMOTION, AND PRODUCT
REVIEWS ON CONSUMER REPURCHASE INTENTION AT IBOX
OFFICIAL SHOP ON SHOPEE WITH BRAND IMAGE AS A
MEDIATING VARIABLE**

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This study aims to determine: (1) the direct effect of price on repurchase intention among consumers at iBox Official Shop on Shopee; (2) the direct effect of promotion on repurchase intention among consumers at iBox Official Shop on Shopee; (3) the direct effect of product reviews on repurchase intention among consumers at iBox Official Shop on Shopee; (4) the effect of price on repurchase intention mediated by brand image among consumers at iBox Official Shop on Shopee; (5) the effect of promotion on repurchase intention mediated by brand image among consumers at iBox Official Shop on Shopee; and (6) the effect of product reviews on repurchase intention mediated by brand image among consumers at iBox Official Shop on Shopee. The sampling technique used was non-probability sampling with a purposive sampling method. Data were collected through a questionnaire distributed via Google Forms to 120 respondents who met the predetermined criteria. Data were analyzed using the Partial Least Squares (PLS) method with SmartPLS 3 software. The results indicate that: (1) price had no direct effect on consumers' repurchase intention at iBox Official Shop on Shopee; (2) promotion had no direct effect on consumers' repurchase intention at iBox Official Shop on Shopee; (3) product reviews had a direct effect on consumers' repurchase intention at iBox Official Shop on Shopee; (4) brand image did not mediate the effect of price on consumers' repurchase intention at iBox Official Shop on Shopee; (5) brand image did not mediate the effect of promotion on consumers' repurchase intention at iBox Official Shop on Shopee; and (6) brand image partially mediated (complementary partial mediation) the effect of product reviews on consumers' repurchase intention at iBox Official Shop on Shopee.

Keywords: Price, Promotion, Product Reviews, Repurchase Intention, brand image.