

ABSTRAK

Pengaruh Promosi dan *Brand Image* Terhadap Minat Beli Konsumen Pada Platform Shopee

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Dosen Pembimbing :

Pembelian produk secara online sangat mudah melalui online shop yaitu Shopee. Shopee merupakan salah satu *e-commerce* terkemuka di Indonesia, Sejak diluncurkan hingga sekarang, layanan dasar Shopee bisa digunakan oleh semua orang secara gratis. Sebagai *marketplace* yang salah satunya paling banyak dikunjungi, Shopee memberikan berbagai penawaran lengkap. Kemudahan dalam berbelanja online terdapat banyak faktor yang dapat mempengaruhi minat beli. Penelitian ini bertujuan untuk mengetahui pengaruh Promosi dan *Brand Image* terhadap Minat Beli konsumen platform Shopee pada mahasiswa FE Universitas Kadiri. Penelitian jenis ini adalah kuantitatif dan menguji hipotesis untuk menjelaskan hubungan antara variabel. 90 responden adalah sampel penelitian ini. Metode pengambilan *purposive sampling* dan *snowball sampling* digunakan untuk menyebarkan angket atau kuesioner ke mahasiswa Fakultas Ekonomi jurusan S1 Manajemen Universitas Kadiri, mempunyai aplikasi aplikasi *e-commerce* Shopee dan pernah melakukan pembelian / transaksi. Peneliti menggunakan analisis regresi linier berganda. Hasil pengujian menunjukkan secara parsial dan simultan bahwa promosi dan *brand image* berpengaruh positif dan signifikan terhadap minat beli.

Kata kunci : promosi, *brand image*, minat beli

ABSTRACT

The Influence of Promotion and Brand Image on Consumer Purchase Interest on the Shopee Platform

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Purchasing products online is very easy through an online shop, namely Shopee. Shopee is one of the leading e-commerce in Indonesia. Since its launch until now, Shopee's basic services can be used by everyone for free. As one of the most visited marketplaces, Shopee provides a variety of complete offers. The ease of online shopping has many factors that can influence purchasing interest. This study aims to determine the effect of Promotion and Brand Image on Consumer Purchase Interest on the Shopee platform for FE University of Kadiri students. This type of research is quantitative and tests hypotheses to explain the relationship between variables. 90 respondents are the sample of this study. The purposive sampling and snowball sampling methods were used to distribute questionnaires to students of the Faculty of Economics majoring in S1 Management, University of Kadiri, who have Shopee e-commerce applications and have made purchases / transactions. Researchers use multiple linear regression analysis. The test results show partially and simultaneously that promotion and brand image have a positive and significant effect on purchasing interest.

Keywords: *promotion, brand image, purchase interest*