

ABSTRAK

PENGARUH PRICE DISCOUNT FRAMING DAN BRAND TRUST TERHADAP NIAT BELI PADA PLATFORM E-COMMERCE SHOPEE (STUDI KASUS PADA MAHASISWA UNIVERSITAS KADIRI)

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Penelitian ini dilatar belakangi oleh tingkat persaingan bisnis antar *E-commerce* yang sangat kompetitif dari segi harga promosi, sehingga konsumen akan sangat selektif pada saat akan melakukan pembelian terhadap suatu produk. Pemasar dituntut agar dapat menyampaikan pesan penawaran harga promosi kepada konsumen untuk mempengaruhi niat beli mereka. Penelitian ini bertujuan untuk mengetahui pengaruh *price discount framing* dan *brand trust* terhadap niat beli pada *platform E-commerce* Shopee. Jenis penelitian ini adalah *explanatory research* dengan pendekatan kuantitatif yang menjelaskan sejauh mana hubungan antara variabel-variabel melalui pengujian hipotesis menggunakan data berupa angka. Penelitian ini menggunakan sampel sebanyak 120 responden. Pengambilan sampel menggunakan teknik *purposive sampling* dengan karakteristik responden merupakan mahasiswa Universitas Kadiri dan pernah bertransaksi pada *platform E-commerce* Shopee minimal satu kali. Alat uji yang digunakan dalam penelitian ini adalah uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji koefisien determinasi, dan uji t serta uji F, yang diolah dengan program SPSS versi 25.0. Dari hasil pengujian hipotesis dapat disimpulkan bahwa *price discount framing* dan *brand trust* memiliki pengaruh positif dan signifikan secara parsial terhadap niat beli. Sedangkan berdasarkan hasil uji F menunjukkan bahwa *price discount framing* dan *brand trust* secara simultan mempengaruhi niat beli pada *platform E-commerce* Shopee.

Kata Kunci : *price discount framing*, *brand trust*, niat beli

ABSTRACT

THE EFFECT OF PRICE DISCOUNT FRAMING AND BRAND TRUST ON PURCHASE INTENTION OF SHOPEE PLATFORM E-COMMERCE (CASE STUDIES ON STUDENTS OF KADIRI UNIVERSITY)

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This research is motivated by the level of business competition between E-commerce which is very competitive in terms of promotional prices, so consumers will be very selective when they will make a purchase of a product. Marketers are required to be able to convey promotional price offers messages to consumers to influence their purchase intentions. This study aims to determine the effect of price discount framing and brand trust on purchase intentions on E-commerce Shopee. This type of research is explanatory research with a quantitative approach that explains the extent of the relationship between variables through hypothesis testing using data in the form of numbers. This study used a sample of 120 respondents. Sampling used a purposive sampling technique with the characteristics of the respondents being Kadiri University students and having transacted on E-commerce platform at least once. The test equipment used in this research is the validity test and reliability test, classical assumption test, multiple linear regression test, coefficient of determination test, and t test and F test, which are processed with SPSS version 25.0 program. From the results of hypothesis testing, it can be concluded that price discount framing and brand trust have a positive and partially significant effect on purchase intention. Meanwhile, based on the results of the F test, it shows that price discount framing and brand trust simultaneously affect purchase intentions on E-commerce Shopee.

Keywords : *price discount framing, brand trust, purchase intention.*