

## ABSTRAK

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### **FAKTOR YANG MEMPENGARUHI *BRAND REPUTATION* DAN *BRAND IMAGE* DAN PENGARUHNYA TERHADAP *CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION* DI TOKOPEDIA**

(xiii + 65 halaman: 4 gambar; 23 Tabel; 3 lampiran)

Pertumbuhan ekonomi di Indonesia saat ini berkembang sangat pesat khususnya di dalam industri *e-commer*. Internet memberikan kemudahan bagi masyarakat khususnya pada peningkatan kemudahan dan menjadi wadah yang dapat digunakan untuk menunjang kebutuhan manusia pada sisi bisnis, pendidikan, administrasi, sosial, serta wadah untuk melakukan aktivitas perdagangan. Saat ini masyarakat mengharapkan kemudahan serta kecepatan akan proses transaksi khususnya yang terjadi di dalam *e-commerce*. Penelitian ini bertujuan untuk dapat menganalisis pengaruh kredibilitas *Discount Framing* terhadap *brand reputation*, *brand image*, dan *customer satisfaction* dan pengaruh keempat *variable* tersebut terhadap *repurchase intention* khususnya bagi perusahaan *e-commerce* di Indonesia. Pengumpulan data dilakukan secara *online* dengan jumlah sampel sebesar 212 responden yang menggunakan aplikasi Tokopedia. Analisa data dilakukan dengan menggunakan aplikasi statistik berupa SPSS dalam perhitungan pengolahan data *pilot test* dan PLS-SEM sebagai aplikasi perhitungan data *actual test*. Hasil Penelitian menunjukkan bahwa *discount framing* berpengaruh positif terhadap *brand reputation* dan *brand image*. Dari ketiga variabel tersebut juga menunjukkan bahwa *brand reputation* dan *brand image* berpengaruh positif terhadap *customer satisfaction*, *brand reputation* dan *brand image* berpengaruh positif terhadap *repurchase intention* dan variabel *customer satisfaction* berpengaruh positif terhadap *repurchase intention*. Penelitian ini memiliki peran bagi perusahaan *e-commerce* di Indonesia dalam memahami faktor yang dapat mempengaruhi *brand reputation* dan *brand image* dan pengaruhnya terhadap *customer satisfaction* dalam mendorong *repurchase intention* pada perusahaan Tokopedia.

**Kata kunci:** *discount framing*, *brand reputation*, *brand image*, *customers satisfaction*, *repurchase intention*.

## **ABSTRACT**

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### ***FACTORS AFFECTING BRAND REPUTATION AND BRAND IMAGE AND THEIR EFFECT ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION IN TOKOPEDIA***

(xiii + 65 Pages; 4 picture; 23 table; 3 Attachment)

*Economic growth in Indonesia is currently developing very rapidly, especially in the e-commerce industry. The internet provides convenience for the community, especially in increasing convenience and becoming a forum that can be used to support human needs on the business, educational, administrative, social side, as well as a place to carry out trading activities. Currently, people expect ease and speed of transaction processing, especially those that occur in e-commerce. This study aims to be able to analyze the influence of Discount Framing credibility on brand reputation, brand image, and customer satisfaction and the influence of these four variables on repurchase intention, especially for e-commerce companies in Indonesia. Data collection was carried out online with a total sample of 212 respondents using the Tokopedia application. Data analysis was carried out using a statistical application in the form of SPSS in the calculation of pilot test data processing and PLS-SEM as the actual test data calculation application. The research results show that discount framing has a positive effect on brand reputation and brand image. These three variables also show that brand reputation and brand image have a positive effect on customer satisfaction, brand reputation and brand image have a positive effect on repurchase intention and the customer satisfaction variable has a positive effect on repurchase intention. This research has a role for e-commerce companies in Indonesia in understanding the factors that can influence brand reputation and brand image and their impact on customer satisfaction in encouraging repurchase intentions at Tokopedia companies.*

**Keywords:** *discount framing, brand reputation, brand image, customer satisfaction, repurchase intention.*