ABSTRAK

Perkembangan Internet dalam era ini telah membawa manfaat luar biasa bagi kemajuan peradaban umat manusia. Perkembangan internet memberikan dampak pada berbagai aspek dalam kehidupan. Salah satu bidang yang mengalami dampaknya adalah bidang ekonomi. Bidang perekonomian telah banyak mengalami perubahan dan perkembangan. Salah satunya adalah kegiatan perekonomian berbasis internet atau yang dikenal dengan sebu tan *E-commerce (https://www.academia.edu* diunduh pada 1 mei 2019). Shopee merupakan *E-commerce* yang berasal dari singapura yang didirikan oleh Chris Feng pada awal Desember 2015. Shopee telah mengembangkan bisnisnya ke beberapa Negara selain di Singapura seperti Malaysia, Indonesia, Taiwan, Thailand, Filipina dan Vietnam. https://www.liputan6.com, diunduh pada 23 januari 2019).Shopee bisa dikatakan sebagai salah satu *E-commerce* baru yang sedang berkembang di Asia Tenggara khususnya Indonesia. Shopee masuk ke pasar Indonesia pada akhir bulan Mei 2015 dan Shoope mulai beroperasi pada akhir Juni 2015 di Indonesia.

Penelitian ini di tujukan untuk mengetahui pengaruh *Advertisement, Entertainment* dan *Interaction* terhadap *Brand Loyalty* melalui *Brand Image* pada Pelanggan Shopee di Surabaya.

Penelitian ini menggunakan sampel pelanggan shopee yang berdomisili di Surabaya, pria dan wanita, yang yang mengikuti perkembangan sosial media Shopee dan telah membeli produk di Shopee minimal 2 kali dalam 3 bulan terakhir. , dengan rentan usia 18-35 tahun – 35-50 tahun, sejumlah 100 responden. Pengolahan data pada penelitian ini menggunakan software SPSS versi 22.0. hasil analisis menunjukkan bahwa *Advertisement* berpengaruh positif dan signifikan terhadap *Brand Image* pelanggan Shopee di Surabaya, *Entertainment* berpengaruh positif dan signifikan terhadap *Brand Image* pelanggan Shopee di Surabaya, Interaction berpengaruh positif dan signifikan terhadap *Brand Image* pelanggan Shopee di Surabaya, *Brand Image* berpengaruh positif dan signifikan terhadap Brand Loyalty pelanggan Shopee di Surabaya.

Kata kunci :Advertisement, Entertainment, Interaction, Brand Image, Brand Loyalty

ABSTRACT

The development of the Internet in this era has brought tremendous benefits to the advancement of human civilization. The development of the internet has an impact on various aspects of life. One area that experienced its impact was the economic sector. The economy has undergone many changes and developments. One of them is internet-based economic activity or known as E-commerce (https://www.academia.edu downloaded on May 1, 2019). Shopee is an E-commerce originating from Singapore which was founded by Chris Feng in early December 2015. Shopee has expanded its business to several countries other than in Singapore such as Malaysia, Indonesia, Taiwan, Thailand, the Philippines and Vietnam. https://www.liputan6.com, downloaded on January 23, 2019) Shopee can be regarded as one of the new E-commerce that is developing in Southeast Asia, especially Indonesia. Shopee entered the Indonesian market at the end of May 2015 and Shoope began operating at the end of June 2015 in Indonesia.

This research aimed to find out the influence of Advertisement, Entertainment and Interaction on Brand Loyalty through Brand Image on Shopee Customers in Surabaya.

This study uses samples of shopee customers who are domiciled in Surabaya, men and women, who follow Shopee's social media development and have purchased products at Shopee at least 2 times in the last 3 months. , with vulnerable ages 18-35 years -35-50 years, a total of 100 respondents. Processing data in this study using SPSS version 22.0 software. The results of the analysis show that the Advertisement has a positive and significant effect on Brand Image of Shopee customers in Surabaya, Entertainment has a significant and positive effect on Brand Image of Shopee customers in Surabaya, Interaction has a positive and significant effect on Brand Image of Shopee customers in Surabaya. Shopee Brand Loyalty customers in Surabaya.

Keywords: *Advertisement, Entertainment, Interaction, Brand Image, Brand Loyalty*