

ABSTRAK

Alhadi Pratama (01619220066)

ANALISIS PENGARUH CITRA MEREK, HARGA PRODUK, KUALITAS PRODUK, SIKAP KONSUMEN DAN PROMOSI TERHADAP PURCHASE DECISION DAN DAMPAKNYA TERHADAP REPURCHASE INTENTION MARKETPLACE TOKOPEDIA

(89 hal + 20 tabel + 4 gambar)

Industri *e-commerce* di Indonesia yang cukup kompetitif sehingga menyebabkan posisi pangsa pasar kerap mengalami perubahan. Pasar yang kompetitif menyebabkan posisi pemimpin pasar mudah untuk berubah hanya seperti yang dialami oleh Tokopedia. Penelitian ini dilakukan untuk menguji apakah terdapat pengaruh citra merek, harga produk, kualitas produk, sikap konsumen dan promosi dengan *purchase decision* sebagai variabel mediasi terhadap *repurchase intention* pada *marketplace* Tokopedia. Penelitian ini merupakan penelitian kuantitatif yang dilakukan dengan pendekatan studi kausal pada 228 pengguna *e-commerce* Tokopedia. Hasil analisa dalam penelitian ini menunjukkan bahwa seluruh hipotesis diterima, artinya citra merek, harga produk, kualitas produk, sikap konsumen dan promosi dapat mempengaruhi *purchase decision*, begitu juga dengan *purchase decision* dapat mempengaruhi *repurchase intention* konsumen.

Kata Kunci : E-Commerce, Repurchase Intention, *Purchase Decision*, Citra Merek, Harga Produk, Kualitas Produk, Sikap Konsumen, Promosi

101 Referensi (2014-2024)

ABSTRACT

Alhadi Pratama (01619220066)

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRODUCT PRICE, PRODUCT QUALITY, CONSUMER ATTITUDE AND PROMOTION WITH PURCHASE DECISION AS A MEDIATION VARIABLE ON REPURCHASE INTENTION IN THE TOKOPEDIA MARKETPLACE

(89 pages + 20 tables + 4 images)

The e-commerce industry in Indonesia is quite competitive, causing market share positions to often change. A competitive market causes the position of market leaders to easily change, just like what Tokopedia experienced. This study was conducted to test whether there is an influence of brand image, product price, product quality, consumer attitudes and promotions with purchase decisions as mediating variables on repurchase intention on the Tokopedia marketplace. This study is a quantitative study conducted with a causal study approach on 228 Tokopedia e-commerce users. The results of the analysis in this study indicate that all hypotheses are accepted, meaning that brand image, product price, product quality, consumer attitudes and promotions can influence purchase decisions, as well as purchase decisions can influence consumer repurchase intentions.

Keywords: E-Commerce, Repurchase Intention, Purchase Decision, Brand Image, Product Price, Product Quality, Consumer Attitude, Promotion

101 References (2014-2024)