

**PENGARUH BRAND IMAGE DAN PROMOSI PENJUALAN TERHADAP
MINAT BELI ULANG DI APLIKASI SHOPEE
(Studi pada Mahasiswa STIE PGRI Dewantara Jombang)**

ABSTRAK

Oleh:
INDRIANI

Dosen Pembimbing

Dr. Indra Kurniawan, S.Sos.,MM

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *brand image* dan promosi penjualan terhadap minat beli ulang di aplikasi shopee. Penelitian ini menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah mahasiswa STIE PGRI DEWANTARA Jombang yang melakukan keputusan pembelian lebih dari satu kali dengan sampel penelitian sebanyak 100 mahasiswa, analisa data dengan menggunakan metode statistik regresi linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa brand image dan promosi penjualan termasuk kategori baik, hal ini menyatakan bahwa brand image dan promosi penjualan cukup memberikan kontribusi terhadap pengaruh minat beli ulang di aplikasi shopee.

Kata kunci: *Brand Image*, Promosi Penjualan dan Minat Beli Ulang

**THE EFFECT OF BRAND IMAGE AND SALES PROMOTION ON
REPURCHASING INTEREST IN THE SHOPEE APPLICATION
(Study on Students of STIE PGRI Dewantara Jombang)**

ABSTRACT

By:
INDRIANI

Supervisor

Dr. Indra Kurniawan, S. Sos., MM

This study aims to determine and explain the effect of brand image and sales promotion on repurchase interest in the shopee application. This study uses an explanatory research method which is carried out through data collection in the field. The population is STIE PGRI DEWANTARA Jombang students who make purchasing decisions more than once with a research sample of 100 students, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that brand image and sales promotion are in good category, this means that brand image and sales promotion are sufficient to contribute to the influence of repurchase interest in the shopee application.

Keywords: Brand Image, Sales Promotion and Repurchase In