

# **Analisis dampak online brand trust terhadap sales promotion dan online buying decision: studi kasus: men sale campaign Shopee pada Februari 2019 = Analyzing the impact of online brand trust on sales promotion and online buying decision: case study: Shopee men sale campaign on February 2019**

Arung Srikandi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20495853&lokasi=lokal>

---

## **Abstrak**

Skripsi ini membahas pengaruh promosi-promosi yang dilakukan oleh Shopee saat Men Sale Campaign pada Februari 2019 lalu terhadap keputusan pembelian secara online oleh pengguna Shopee dengan jenis kelamin pria. Terdapat variabel moderasi yaitu online brand trust yang dimiliki oleh Shopee sejak berdiri tiga tahun yang lalu. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa Shopee perlu menganalisa kembali promosi-promosi apa yang paling tepat dalam menyasar pengguna pria. Sesi games/ kompetisi seperti Kuis Shopee, Goyang Shopee, Mission Shopee (Selesaikan Misimu dan Dapatkan Hadiahnya), Shopee Pasti Ada Challenge (Semua Pasti Ada, Kalo Gak Ada, Dapat 5JT Voucher Shopee) bukan merupakan jenis promosi yang menarik untuk pengguna pria. Sales Promotion yang paling efektif dilakukan oleh Shopee adalah paket harga menarik, potongan harga/ diskon, dan voucher.

<hr>

This thesis discusses the influence of sales promotions carried out by Shopee during the Men Sale Campaign in February 2019 on online buying decisions by Shopee users with male gender. There is a moderating variable, namely online Brand Trust owned by Shopee since it was founded three years ago. This research is quantitative research with descriptive design research. The results of the study suggest that Shopee needs to re-analyze what promotions are most appropriate in targeting male users. Game sessions/competitions such as Shopee Quiz, Shopee Shake, Mission Shopee (Complete Your Missions and Get Prizes), Shopee Must Have a Challenge (All Must Have, If Not, Get 5JT Shopee Vouchers) are not an attractive type of promotion for male users. Shopee's most effective sales promotions are attractive price packages, discounts, and vouchers.