

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Sales Promotion* dan *E-Service Quality* terhadap *Repeat Purchase* konsumen Shopee di Kota Bandung baik secara parsial maupun simultan. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis seberapa besar pengaruh variabel *Sales Promotion* dan *E-Service Quality* terhadap *Repeat Purchase* konsumen Shopee di Kota Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dilakukan dengan metode *probability sampling* dengan teknik *random sampling*, dengan jumlah responden sebanyak 97 orang. Teknik analisis data menggunakan *Structural Equation Model-Partial least Square* (SEM-PLS).

Berdasarkan hasil pengujian secara parsial *sales promotion* tidak berpengaruh secara signifikan terhadap *repeat purchase* tapi *e-service quality* berpengaruh secara signifikan terhadap *repeat purchase*. Selain itu berdasarkan uji simultan *sales promotion* dan *e-service quality* berpengaruh secara signifikan terhadap *repeat purchase* dengan nilai F hitung (44,622) > dari F tabel (3,09) dengan signifikansi ( $0,000 < 0,05$ ). Dan dengan koefisien determinasi dari hasil uji hipotesis, di dapatkan *R-Square* 0,505 yang menjelaskan tentang *Repeat Purchase* sebesar 50,5% dan sisanya dipengaruhi oleh faktor lain diluar penelitian ini.

Kesimpulan penelitian ini adalah *sales promotion* belum tentu menjadi faktor utama bahwa konsumen akan melakukan pembelian ulang pada aplikasi tersebut, karena konsumen lebih mempertimbangkan *e-service quality* yang diterapkan dalam aplikasi tersebut. Serta ada faktor lain yang perlu dipertimbangkan oleh peneliti selanjutnya.

Kata kunci : *Sales Promotion*, *E-service Quality*, dan *Repeat Purchase*.

## **ABSTRACT**

*The Study to determine the effect of Sales Promotion and E-Service Quality on Repeat Purchase of Shopee consumers in Bandung, either partially or simultaneous. The purpose of this study was to determine and analyze how much influence the variables of Sales Promotion and E-Service Quality on Repeat Purchase of Shopee consumers in Bandung City.*

*The research use a quantitative research methods with associative research type. Sampling was done by using method probability sampling with random sampling technique, with the number of respondents as many as 97 people. The data analysis technique used Structural Equation Model-Partial Least Square (SEM-PLS).*

*Based on the partial test results, sales promotion does not have a significant effect on repeat purchases, but e-service quality has a significant effect on repeat purchases. In addition, based on the simultaneous test of sales promotion and e-service quality, it has a significant effect on repeat purchases with the calculated F value (44.622) > from F table (3.09) with significance (0.000 < 0.05). And with the coefficient of determination from the results of hypothesis testing, obtained R-Square 0.505 which explains the Repeat Purchase of 50.5% and the rest is influenced by other factors outside of this study.*

*The conclusion of this study is that sales promotion is not necessarily the main factor that consumers will repurchase in the application, because consumers consider the e-service quality applied in the application. And there are other factors that need to be considered by further researchers.*

*Keywords: Sales Promotion, E-service Quality, and Repeat Purchase.*