

ABSTRACT

THE INFLUENCE OF FRAMING DISCOUNT, TAGLINE FREE SHIPPING, BRAND REPUTATION AND BRAND IMAGE ON PURCHASE DECISIONS
(Study on Shopee Indonesia's Fashion e-Commerce Consumers)

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The purpose of this study was to determine and analyze the effect of framing discount, free shipping tagline, brand reputation and brand image on purchasing decisions of Shopee Indonesia's fashion e-commerce consumers, either partially or simultaneously.

The research method used in this research is descriptive analytical method with a survey approach. The population in this study were all Shopee Indonesia e-commerce consumers, as many as 129,320,800. The sample needed in this study were 400 people with random sampling technique. The analysis used is descriptive analysis and path analysis.

The results showed that there was a partial and simultaneous effect of framing discount, free shipping tagline, brand reputation and brand image on purchasing decisions of Shopee Indonesia's fashion e-commerce consumers.

Keyword : *framing discount, free shipping tagline, brand reputation and brand image, purchasing decisions*

ABSTRAK

**PENGARUH *FRAMING DISCOUNT*, *TAGLINE GRATIS ONGKIR*
(ONGKOS KIRIM), REPUTASI MEREK DAN CITRA MEREK
TERHADAP KEPUTUSAN PEMBELIAN**
(Studi pada Konsumen *Fashion e-Commerce* Shopee Indonesia)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *framing discount*, *tagline* gratis ongkir (ongkos kirim), reputasi merek dan citra merek terhadap keputusan pembelian pada konsumen *fashion e-commerce* Shopee Indonesia baik secara parsial maupun simultan.

Metode penelitian yang digunakan pada penelitian ini adalah metode deskriptif analitis dengan pendekatan survei. Populasi pada penelitian ini adalah semua konsumen *e-commerce* Shopee Indonesia yaitu sebanyak 129.320.800. Sampel yang dibutuhkan dalam penelitian ini sebanyak 400 orang dengan teknik *random sampling*. Analisis yang digunakan adalah analisis deskriptif dan analisis jalur.

Hasil penelitian diketahui bahwa terdapat pengaruh parsial dan simultan *framing discount*, *tagline* gratis ongkir (ongkos kirim), reputasi merek dan citra merek terhadap keputusan pembelian pada konsumen *fashion e-commerce* Shopee Indonesia.

Kata Kunci : *framing discount*, *tagline* gratis ongkir (ongkos kirim), reputasi merek, citra merek dan keputusan pembelian