

Pengaruh Intensitas Promosi terhadap Ekuitas Merek dan Kualitas Layanan sebagai Keputusan Penggunaan ShopeePay

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Abstrak

Penelitian bertujuan untuk membuktikan dan menganalisis besar pengaruh langsung dan tidak langsung antara intensitas promosi, ekuitas merek dan kualitas layanan terhadap keputusan penggunaan ShopeePay. Populasi penelitian ini adalah pengguna ShopeePay di wilayah Kec. Duren Sawit, dengan jumlah sampel 40 responden berdasarkan teknik *Proporsinate Stratified Random Sampling*. Penelitian ini bersifat kuantitatif, dengan model analisis *Structural Equation Modeling* dalam metode *Partial Least Square* menggunakan aplikasi *SmartPLS3.3*. *Outer Model* menjelaskan, nilai validitas (AVE) di atas 0.5, nilai *composite reliability* di atas 0.7, R-Square Adjusted sebesar 57.3% untuk keputusan penggunaan, serta memiliki model fit (NFI) sebesar 69.3%. *Iner Model* menjelaskan, (1)besar pengaruh langsung intensitas promosi terhadap keputusan penggunaan sebesar 0.258 positif tidak signifikan. (2)besar pengaruh langsung intensitas promosi terhadap ekuitas merek sebesar 0.732 positif dan signifikan. Serta, (3)besar pengaruh langsung intensitas promosi terhadap kualitas layanan sebesar -0.168 negatif tidak signifikan. Selanjutnya, (4)besar pengaruh langsung ekuitas merek terhadap keputusan penggunaan sebesar 0.572 positif dan signifikan. Serta, (5)besar pengaruh langsung kualitas layanan terhadap keputusan penggunaan sebesar 0.098 positif tidak signifikan. Kemudian, (6)besar pengaruh tidak langsung intensitas promosi terhadap keputusan penggunaan melalui ekuitas merek sebesar 0.419 positif dan signifikan. Sedangkan, (7)besar pengaruh tidak langsung intensitas promosi terhadap keputusan penggunaan melalui kualitas layanan sebesar -0.016 negatif tidak signifikan.

Kata Kunci : Intensitas Promosi, Ekuitas Merek, Kualitas Layanan, Keputusan Penggunaan, ShopeePay

The Effect of Promotion Intensity on Brand Equity and Service Quality as a ShopeePay Usage Decision

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Abstrack

This study aims to prove and analyze the direct and indirect effect between promotion intensity, brand equity and service quality on the ShopeePay usage decision. The population of this research is ShopeePay users in the Kec. Duren Sawit, with a sample of 40 respondents based on the Proporsinate Stratified Random Sampling technique. This research is quantitative, with Structural Equation Modeling analysis in Partial Least Square method and using SmartPLS3.3 application. The Outer Model explains, the validity value (AVE) is above 0.5, the composite reliability value is above 0.7, the R-Square Adjusted is 57.3% for the usage decision, and has a model fit (NFI) of 69.3%. The Iner Model explains, (1)the direct effect of promotion intensity on usage decisions is 0.258 positive but not significant. (2)the direct effect of promotion intensity on brand equity is 0.732 positive and significant. And (3)the direct effect of promotion intensity on service quality is -0.168 negatif not significant. Furthermore, (4)the direct effect of brand equity on the usage decision is 0.572 positive and significant. And (5)the direct effect of service quality on the usage decision is 0.098 positive but not significant. Then, (6)the indirect effect of promotion intensity on the usage decision through brand equity is 0.419 positive and significant. Meanwhile, (7)the indirect effect of promotion intensity on the usage decision through service quality is -0.016 negative not significant.

Keywords : *Promotion Intensity, Brand Equity, Service Quality, Usage Decision, ShopeePay*