

# **INFLUENCE OF PROMOTION MIX ON REPURCHASE INTENTION IN E-COMMERCE SHOPEE (Study of Shopee Application Users In Stei Jakarta Students)**

**1<sup>st</sup>Rico Febrianza, 2<sup>nd</sup>Imelda Aprileny, SE., ME.**

Management

Sekolah Tinggi Ilmu Ekonomi Indonesia

Jakarta, Indonesia

Ricofbrnz@gmail.com ; stei.ac.id

**Abstract**—The purpose of this study was to determine the effect of promotion mix on repurchase interest in STEI Jakarta students at Shopee E-commerce. The population in this study were all students of STEI S1-Management Study Program. Repurchase interest as an independent variable, while advertising, sales promotion, public relations as an independent variable that is an indikator of the promotional mix.

This study used a survey method using quantitative analysis. Data collection was carried out using an online questionnaire as many as 75 people. The population in this study were all STEI students who used the Shopee application and had made purchasing decisions at Shopee. The sampling technique used was the incidental sampling method. The data testing techniques used in this study include validity, reliability, simultaneous determination coefficient analysis and partial determination coefficient analysis to test and prove the research hypothesis using the SPSS V23.0 for Windows program.

The results of this study indicate that the Advertising, Sales promotion, and Public relations variables simultaneously affect Shopee's E-Commerce User Repurchase Interest. The results of the coefficient of determination partially show that the variables of Advertising, Sales promotion, and Public relations on Repurchase Interest are 23.7% while the remaining 76.3% is explained by other factors not examined in this study.

**Keywords:** Promotion Mix, Advertising, Sales promotion, Public relations, Repurchase Intention

## **I. INTRODUCTION**

At this time, companies on this era of globalization have to work hard in order to attract the interest of actual consumers and potential consumers, therefore a precise strategy is needed to be able to lead in business competition.

One of the methods used by producers in marketing for the purpose of increasing product output is through promotional activities. For this reason, a company must determine the right promotion strategy in accordance with the current conditions of society.

One of the big changes occurred in the shopping style of the people who previously shopped traditionally to go to a shopping place, now there are many people, especially urban people, who have switched to online shopping.

This is evidenced by the Director of Informatics Empowerment, Directorate General of Informatics Applications of the Ministry of Communication and Information Technology, Septriana Tangkary who stated that the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent, the highest in the world. (Skalanews, 2019 : accessed April 20, 2020 ).

The trend of e-commerce users in Indonesia has grown significantly in recent years. The prediction is that growth will continue in the next few years. Statista noted that the number of e-commerce users in Indonesia in 2017 reached 139 million users, then increased 10.8% to 154.1 million users last year. This year it is projected to reach 168.3 million users and 212.2 million in 2023. The same is true for the level of e-commerce penetration which is always increasing. Until 2023 it is projected to reach 75.3% of the total population of the selected market. (Dwi Hadya Jayani, 2019 : accessed April 21, 2020 )

Based on a survey conducted by APJII of 5,900 samples who were interviewed with the help of this questionnaire, it can be seen in the graph above that the most internet users are aged 15 to 19 years. Meanwhile, the second highest number of users is at the age of 20 to 24 years. And based on data from the 2018 national survey of Internet users conducted by the Indonesian Internet Service Providers Association (APJII) on March 9 - April 14 2019, it is known that of the 5,900 samples interviewed, 11.2% used the Shopee application for online shopping. Then the Bukalapak application followed in second place with 8.4% of respondents. Lazada ranks third with 6.7%, Tokopedia with 4.3% (Ekonomi.bisnis.com, 2019 : accessed April 22, 2020 ).

In promoting the company's brand, Shopee held a campaign specifically dedicated to hunters for today's electronic products or equipment. Users can find their favorite electronic products with various attractive offers and discounts such as Free XTRA Shipping, 1 Billion Premium Electronics Discounts, and 50% Off Definitely. Through this campaign, shopee has the hope that users can experience a pleasant shopping experience and can fulfill every user's preference in doing online shopping (Gadgetren, 2020).

To be successful, marketers must look beyond the various factors affecting buyers and develop an understanding of how consumers make the buying process. The use of various tools in conducting this promotion is the best way to be able to convey messages about products to target consumers effectively. This promotional mix is one part of the Marketing Mix or what is often called the Marketing Mix. Promotion mix is a method that companies take in an effort to provide information about the company's products or services , to influence potential consumers to make purchases, and to make consumers remember or be loyal to the products the company offers. Each company will vary in designing its

promotional mix depending on the company's objectives, promotional strategies, product characteristics, and target market characteristics (Koesmono, 2011).

The success of promotion cannot be separated from how the promotion is managed strategically. In an effort to influence consumers with the aim of increasing buying interest / purchasing decisions, the promotion mix can be one of the right ways to be used in company strategy.

Regarding the promotional mix, there are four main promotional tools, namely advertising, sales promotion, public relations, personal selling. That way, a promotional activity if implemented properly can influence consumers on how consumers spend their income.

In the purchasing process, the purchasing decision goes through several stages, namely: the first is the need recognition process, which is when consumers recognize a problem or need. Furthermore, the second is the information search process or information search, which means that consumers will be triggered to actively seek more information or just increase attention. The third stage is an evaluation of alternatives, which is when consumers use information to evaluate existing alternative options. Then the fourth stage is the purchase decision or purchase decision from the results of the previous process which will affect the final process, namely the fifth stage or post purchase behavior, which is whether or not the consumer is satisfied after buying a product (Alma, 2018). The advantage for the company is if it gets a good impression from the customer but it will be bad if the customer has a bad experience with the company.

The company essentially wants the customers it creates to last forever, given the changes that occur and with the many competitors, it is also necessary to make customers aware of developments about the products the company sells by means of promotions.

## **II. LITERATURE REVIEW**

### **2.1 Research Review**

The first research conducted by ( Yulianto *et al* , 2015) entitled "The Effect of Product Quality and Promotion Mix on Repurchase Intention of Dark Gray Glass Products at Pt. Real Glas Semarang" Pandanaran University Semarang in the Journal of Management Volume 1 No. 1 February (2015) ) ISSN: 2502-7689. This study aims to determine the effect of product quality and promotion mix on repurchase intention of dark gray glass products at PT. Real Glass Semarang. The population of this study are customers who make purchases directly to PT. Real Glass Semarang on dark gray glass products, with the number of samples studied as many as 150 respondents. The sampling method was purposive sampling method. Data collection techniques using questionnaires, interviews and observations. To test the hypothesis, multiple regression analysis is used. The results of this research indicate that (1) Product Quality affects Repurchase Intention of dark gray glass products at PT. Real Glass Semarang, (2) Promotion Mix affects Repurchase Intention of dark gray glass products at PT. Real Glass Semarang, and (3) Product Quality and Promotion Mix simultaneously affect Repurchase Intention of dark gray glass products at PT. Real Glass Semarang.

The second research conducted by ( Yulianto, *et al* ., 2017) entitled "The Effect of Promotion Mix, Service Quality and Company Image on Purchase Intention on Cellular Planet in Palu City" Tadulako University in the e-journal Catalogist Volume 5 No. 2 February ( 2017) Pages 1 - 13 ISSN: 2302-2019. The objectives of this study were: 1) to

determine and analyze the effect of promotional mix on repurchase intentions at The Planet Cellular Palu; 2) to determine and analyze the effect of service quality on store image; 3) to determine and analyze the effect of service quality on repurchase intentions at The Planet Cellyular Palu; 4) determine and analyze the effect of store images on repurchase intentions at The Planet Cellular Palu. The sample of this study consisted of 220 people who were selected using accidental sampling technique. This study uses Structural Equation Modeling (SEM) to test the hypothesis. The results showed that: 1) promotion mix had a positive and significant effect on repurchase intention at The Planet Cellular Palu 2) service quality had a positive and significant store image; 3) service quality has a positive and significant effect on repurchase intentions at The Planet Cellular Palu; 4) storeimage has a positive and significant effect on repurchase intentions at The Planet Cellular Palu.

The third research conducted by ( Dewi and Karneli , 2018) entitled "The Influence of Promotion Mix and Company Image on Purchase Intention of Vizcake Products Pekanbaru" Universitas Riau in the Online Journal of Students of the Faculty of Social and Political Sciences Volume 5 Edition January 1 - June (2018) ) Pages 1 - 14 ISSN: 2355-6919. The purpose of this study was to determine the effect of promotional mix and corporate image on repurchase interest in Pekanbaru Vizcake products. In this research, the method used is descriptive quantitative with the SPSS program. The research sample was taken as many as 100 respondents from a total population of 31,879 who were calculated using the Slovin formula. The data collection method used a questionnaire. Hypothesis testing uses multiple linear analysis methods. The results showed that the promotion mix and company image had a significant effect on the repurchase interest of Vizcake Pekanbaru products.

The fourth research conducted by ( Luthfiana and Hadi , 2019) entitled "The Effect of Sales Promotion and E-service quality on Repurchase Interest (Studies on Buyers in the Shopee Marketplace)" Diponegoro University in the Journal of Business Administration Volume 8 No. 1 March (2019) Pages 37 - 42 E-ISSN: 2548-4923 P-ISSN: 2252-3294. This study aims to determine the effect of sales promotion and e-service quality on consumer repurchase interest in Shopee's marketplace. The type of research used is explanatory research. The sample taken is 100 respondents who have made purchases at the Shopee marketplace. The sampling technique used was accidental sampling and purposive sampling. The data collection techniques used were questionnaires and literature study. Methods of data analysis using validity, reliability test, correlation, simple linear regression, linear regression air- doubles, the coefficient of determination ( $R^2$ ), the significance f t test and with the help of IBM SPSS version 25.0 program. Based on the results of the analysis, it can be concluded that sales promotion and e-service quality have an effect on repurchase interest. It is evident through simple regression testing that the regression values are 0.690 and 0.785. The suggestions given to the company are to improve promotions and increase the number of sales promotions that have been executed and re-evaluate the e-service quality strategy .

The fifth research conducted by ( Fikri and Lisdayanti , 2020) entitled "Influence of Promotion Mix and Perceived Usefulness in Improving the Repurchase Intention of Linkaja Applications" Widyatama University in the International Journal of Finance & Banking Studies Volume 9 No 1 (2020) Page 76 - 84 ISSN: 2147-4486. This study aims to determine the effect of promotion mix and the benefits of perception in increasing the reuse of Linkaja applications for consumers in the city of Bandung. The method of collecting data in this study is to use a questionnaire given to 115 respondents who use Linkaja in the city of

Bandung. The data analysis technique used is a linear regression model. The results of the questionnaire were processed using the SPSS for windows version 25 program. The results showed that the influence of the promotional mix variable on the intention to repurchase the Linkaja e-wallet was 68.4% and for the effect of the perceived usefulness variable on the intention to repurchase the Linkaja e-wallet was 71.17%. As for the simultaneous effect, the results obtained were 51.4% and the remaining 49.6% were influenced by other factors.

the sixth research conducted by (Yahya, *et al.*, 2019) entitled "The Effect of Sales Promotion Strategy on Online Fashion Shopping Behavior among Employees of Sahawan Sdn Bhd." International University of Malaya-Wales in Global Business and Management Research: An International Journal Volume 11 No. 2 (2019) Page 1-12 ISSN: 1947-5667. The purpose of this study was to determine the effect of sales promotion strategies on online fashion behavior among employees of Sahawan Sdn. Bhd. Data obtained independently using convenience sampling. This study uses quantitative methods to collect primary data required for analysis. The variables were tested in SPSS 20. In conclusion, all the proposed variables have a positive effect on online fashion shopping behavior among employees of Sahawan Sdn. Bhd. Other factors such as price and quality also play an important role in employees' online fashion purchasing behavior. Furthermore, this study identified coupons as the most significant variable that had the most influence on online buyer behavior among Sahawan Sdn. Employees Bhd.s. These results are in line with Chaharsoughi & Hamdard (2011) because customers who use coupons are likely to make repurchases from the same brand again. Therefore, coupons are the right sales promotion strategy that marketers can apply to attract more customers.

The seventh research conducted (Phan, *et al.*, 2018) entitled "Using Advertising Value as The Stimulus Consumers to Change from Trial Action to Repurchase Action" School of Business, International University, VNU-HCMC in the International Journal of Supply Chain Management (IJSCM) Volume 7 No. 5 (2018) Page 600-616 E-ISSN: 2050-7399 ISSN: 2051-3771. The research objective was to determine the role of advertising value in stimulating consumers to make repurchases. By using the Partial Least Squares-Structural Equation Model (PLS-SEM) approach. In conclusion, based on the analysis of data from 209 correspondents, the findings indicate that most of the key antecedents to advertising value, such as informativeness, irritation, credibility, personalization, engagement and interactivity have a positive impact on the value of online advertising. However, another factor, entertainment, is negatively associated with the value of online advertising. Lastly, the value of advertising in turn has a direct and indirect effect on repurchase actions through trial action and customer awareness. The results ultimately lead to improvements in creating attractive online advertising.

The eighth research conducted by (Cia-hua and Tho, 2017) entitled "Advertising Message And Negative Switching Barrier: Effects On Repurchase Intention And Word-Of-Mouth" Southern Taiwan University of Science and Technology in the Journal of Management, Marketing and Logistics - (JMML) Volume 4 No. 4 (2017) Page 335-342 ISSN: 2148-6670. The aim of this study is to consider the simultaneous impact of advertising messages and negative switching barriers. To clarify the focus on the above objectives, this study will not consider the main factor - service quality - which impacts on the main dimension of attested loyalty attitudes. The Structural Equation Model is used in this study to test the proposed hypothesis by using a sample questionnaire from 289 cellular phone users in Vietnam's cellular telecommunications market. In conclusion, the results of this

study indicate that advertising messages have a negative impact on repurchase intentions as well as customer intentions to spread positive word of mouth. Regarding the negative switching barrier, the results suggest that it is positively associated with repurchase intention, but, negatively associated with positive word-of-mouth .

## **2.2 Promotional Mix**

Kismono (2011: 396) states the way companies take in an effort to provide information about the company's products or services, to influence potential consumers to make purchases, and to make consumers remember or be loyal to the products the company offers. Each company will vary in designing its promotional mix depending on company objectives, promotional strategies, product characteristics and characteristics of the target market.

Alma (2018: 184) states that there are four main promotional tools described below:

- Advertising : any form of non-personal presentation and promotion of ideas for paid goods or services by an identified sponsor.
- Sales promotion : short-term incentives to encourage the purchase of a product or service.
- Public Relations : build good relations with various public companies by getting good publicity, building a good "corporate image" and dealing with or stopping and profitable rumors, stories and events.
- Personal Selling : Oral presentation in conversation with one or more prospective buyers for sales purposes.

## **2.3 Advertising**

Advertising according to Kotler and Armstrong (2014: 165) is defined as all forms of non-personal presentation and promotion of ideas, goods, or services by a certain sponsor that requires payment, in making marketing management advertising programs always start by identifying target markets and buyers' motives. The indicators of this advertising are as follows:

1. Mission (objectives), which is to set advertising objectives that refer to previous decisions regarding target markets, determining target markets, determining market positions , and promotion mix. The marketing positioning strategy and the marketing mix strategy identify the tasks that advertising has to perform in the implementation of the overall marketing program
2. Message (message conveyed), ideally a message should get attention, attract, arouse desire, and produce action.
3. Media (the media used), basically media selection is to find the most cost-effective way to deliver the desired amount of notification to the target market. The effect of advertising notifications on target audience awareness depends on the reach, frequency and impact of the ad.

## **2.4 Sales Promotion**

Sales promotion according to Kotler and Keller (2012: 521) are:

- Promotion frequency, is the number of sales promotions carried out in a certain time through sales promotion media
- Quality of promotion, is a measure of how well a sales promotion is carried out.

- Promotion quantity, is the value or amount of sales promotions given to consumers.
- Time of promotion, is the length of promotion carried out by the company.
- Accuracy or suitability of promotional goals is a necessary factor to achieve the desired targets of the company.

Kotler and Keller (2016: 582) state that sales promotions or sales promotions are various short-term incentives to encourage the trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for salespeople).

## **2.5 Public Relation**

Alma (2018: 190), Public relations is a communication activity that is intended to build a good image of the company, maintaining the trust of shareholders. While publication is the loading of news in the mass media about a company, products, employees, and its various activities. The publication of news in this publication is free of charge.

Seven important ways to become benchmarks in Marketing Public relations (MPR) activities according to Kotler and Keller (2010: 127) are as follows:

### **1. Publication**

"The company entrusts product expansion based on material publications to influence and attract targeted buyers. Which includes brochures, company newspapers, and billboards".

### **2. Media Identity**

"Companies need to create identities that can be recognized by the public through company logos, namely brochures, company forms, name cards, buildings, and uniforms".

### **3. Events**

"Companies can attract attention about new products or company activities by holding special events such as interviews, seminars, exhibitions, competitions, and birthdays of these items so that they can reach the wider community".

### **4. News**

"One of the main tasks of public relations is to create or find events that suit the company, its products, its people or employees, and to get the media interested in publishing press releases and attending press conferences".

### **5. Speeches**

"The higher the need for the company to be able to answer any questions from the media or provide direction at the sales association and at meetings which aim to discuss sales issues that can build the company's image".

### **6. Participating in social activities**

"Companies can build a positive image by contributing money or time in positive ways".

### **7. Sponsorship**

"Companies can market their goods by sponsoring sporting events or cultural events that are beneficial for the survival of the company".

## **2.6 Personal Selling**

Alma (2018: 186) personal selling is: The way of selling personal selling is the oldest and most important way. This method is unique, not easy to repeat, it can create two ways of communication between different ideas between sales and buyers. This method is the only

way from sales promotion that can arouse the hearts of buyers immediately, and at that place and time consumers are also expected to make a decision to buy.

### **2.7 Buying Interest**

Kotler and Keller (2016: 181) states that buying interest is how likely consumers are to buy a brand and service or how likely it is for consumers to switch from one brand to another. If the benefits are greater than the sacrifices to get them, the urge to buy is higher.

### **2.8 Repurchase Interest**

Dewi (2018: 8) states that repurchase interest can be identified through the following indicators, namely:

1. Transactional interest, namely the tendency for a person to always repurchase the products he has consumed.
2. Referential interest is a person's tendency to reference a product he has bought, so that other people buy it, with reference to his consumption experience.
3. Preferential interest is an interest that describes the behavior of a person who always has a primary preference for products that have been consumed. This preference can only be changed if something happens with this preference. This preference can change if something happens with the preferred product.
4. Explorative interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product he subscribes to.

### **2.9 Purchase Decisions**

In the purchasing process, the purchasing decision goes through several stages, namely: the first is the need recognition process, which is when consumers recognize a problem or need. Furthermore, the second is the information search process or information search, which means that consumers will be triggered to actively seek more information or just increase attention. The third stage is an evaluation of alternatives, which is when consumers use information to evaluate existing alternative options. Then the fourth stage is a purchase decision or purchase decision from the results of the previous process which will affect the final process, namely the fifth stage or post purchase behavior, namely whether the consumer is satisfied or not after buying the product. The advantage for the company is if you get a good impression from customers but it will be bad if the customer has a bad experience with company (Alma, 2018: 104). The company essentially wants the customers it creates to last forever, given the changes that occur and with the many competitors, it is also necessary to ensure that customers are always aware of developments about the products sold by the company by means of promotions.

## **III. RESEARCH METHODOLOGY**

The research strategy used in this research is the associative research strategy of causal relationships. According to Sugiyono (2015: 57) the associative research strategy is a formulation of research problems that asks about the relationship between two or more variables.

The population in this study were all STEI students who used the Shopee online shopping application and had made purchasing decisions at Shopee, both active and non-active

students. The meaning of active and non-active students is all students in Jakarta who are still actively studying or who are not active due to leave or are carrying out tasks such as student exchanges and so on.

According to Suryani (2017: 192) the sample is a part of the population that will be taken for research and the results of the research are used as a representation of the population as a whole. The sampling technique in this research was taken by incidental sampling. Ferdinand (2014: 173) argues that the number of samples determined is 25 times the number of independent variables. This study used 3 independent variables, so the number of samples in this study was 75 students of STEI Rawamangun.

The data source used in this research is primary data. According to Sugiyono (2017: 193) what is meant by primary data is a data source that directly provides data to data collectors. Primary data in this study were obtained through the results of distributing questionnaires that have been distributed by researchers to respondents.

The variables in this study are Advertising (X1), Sales Promotion (X2), Public Relations (X3), Personal Selling (X4). One dependent variable (dependent variable) is Repurchase Interest (Y), where these variables are used as benchmarks for compiling instrument items in the form of statements in a questionnaire in the table above.

To keep the research from getting out of the discussion, and stick to the research objectives. The researcher determines the research boundaries:

1. The research under study is the influence of the Promotion Mix dimensions (Advertising, Sales promotion, Public relations) on Repurchase Interest.
2. The personal selling dimension in the Promotion Mix is not used by researchers, because the object of this research is e-commerce, where transactions are carried out online, without face to face.

## **IV. RESEARCH RESULTS AND DISCUSSION**

### **4.1 Description of Research Object**

The object of this research is the e-commerce vendor Shopee. Shopee is a mobile-platform in Southeast Asia (Indonesia, Philippines, Malaysia, Singapore, Thailand, Vietnam) and Taiwan that offers easy, fun and free online buying and selling transactions. Shopee comes from the country of Singapore which was founded by Garena, a company known by young people as the publisher of the Point Balnk game in Indonesia. Shopee was first launched in 2015 simultaneously in Southeast Asia.

Shopee is more focused on being a mobile-based online shopping place even though the website can also be accessed, this is because at this time more people use mobile devices, because one of the advantages of mobile is its flexibility which is more effective & efficient so that sellers and buyers can make more transactions. fast. On its website, Shopee also provides various categories of products sold by sellers ranging from household appliances, fashion, beauty products, gadgets, electronic goods and other necessities.

## 4.2 Description of Respondents

### A. Age of Respondents

**Tabel 4.1** Data of Respondents by Age

AGE		
INFORMATION	RESPONDENTS (PEOPLE)	PERCENTAGE (%)
18 – 20	2	2,67
21 – 23	66	88
24 – 26	7	9,33
TOTAL	75	100

Source : Data processed, 2020

Characteristics of respondents according to age, respondents aged 18 to 20 years were 2 people (2.67%), ages 21 to 23 years were 66 people (88%), ages 24 to 26 were 7 people (9.33%). This shows that the respondents in this study were mostly aged 21 to 23 years with a percentage of 88% because there is a possibility that those aged 21-23 years already have a job and tend to shop more often.

### B. Gender of Respondent

**Tabel 4.2** Respondent Data based on Gender

GENDER		
INFORMATION	RESPONDENTS (PEOPLE)	PERCENTAGE (%)
Perempuan	52	69,33
Laki – Laki	23	30,67
JUMLAH	75	100

Source : Data processed, 2020

Characteristics of Respondents by Gender, Female respondents as many as 52 people (69.33%) and 23 people (30.67%) for male gender . This shows that most of the respondents in this study were women (69.33%) because there is a possibility that shopping behavior is often carried out by women.

## 4.3 Test Results of Data Instruments

### A. Validity Test

**Tabel 4.3** Validity Test Table

Indicator	r table	r count	Info
<i>Advertising</i>			
x1.1	0,2272	0,391	Valid
x1.2	0,2272	0,529	Valid
x1.3	0,2272	0,600	Valid
x1.4	0,2272	0,700	Valid
x1.5	0,2272	0,644	Valid
x1.6	0,2272	0,647	Valid

Indicator	r table	r count	Info
x1.7	0,2272	0,714	Valid
x1.8	0,2272	0,721	Valid
x1.9	0,2272	0,762	Valid
x1.10	0,2272	0,574	Valid
<i>Sales promotion</i>			
x2.1	0,2272	0,717	Valid
x2.2	0,2272	0,748	Valid
x2.3	0,2272	0,720	Valid
x2.4	0,2272	0,413	Valid
x2.5	0,2272	0,631	Valid
x2.6	0,2272	0,740	Valid
<i>Public relation</i>			
x3.1	0,2272	0,646	Valid
x3.2	0,2272	0,508	Valid
x3.3	0,2272	0,839	Valid
x3.4	0,2272	0,430	Valid
x3.5	0,2272	0,498	Valid
x3.6	0,2272	0,707	Valid
<i>Repurchase Interests</i>			
y1.1	0,2272	0,834	Valid
y1.1	0,2272	0,889	Valid
y1.1	0,2272	0,771	Valid
y1.1	0,2272	0,879	Valid

Source : Data processed, 2020

So that the value of r count for each indicator of Advertising, Sales promotion, Public relations and Repurchase Interest is greater than table r so that all indicators are declared valid.

## B. Reliability Test

**Tabel 4.4** Reliability Test

No.	Variable	Alpha Value	Standardized Value	Info
1	<i>Advertising</i>	0,829	0,600	Reliable
2	<i>Sales promotion</i>	0,735	0,600	Reliable
3	<i>Public relation</i>	0,672	0,600	Reliable
4	Minat Beli Ulang	0,862	0,600	Reliable

Source : Data processed, 2020

The Cronbach's Alpha value of all variables is greater than 0.6, so all variables can be declared reliable.

#### 4.4 Test Results of Data Instruments

##### 4.4.1 Analysis of the Coefficient of Determination

##### 1. Determination Coefficient Analysis Partial (R<sup>2</sup> Partial)

###### a. The Effect of *Advertising* on Partial Repurchase Interest.

**Table 4.5** Results of the partial determination coefficient analysis X<sub>1</sub> to Y

		<i>Advertising</i> (X <sub>1</sub> )	Repurchase Interest (Y)
<i>Advertising</i> (X <sub>1</sub> )	Pearson Correlation	1	.490**
	Sig. (2-tailed)		.000
	N	75	75
Repurchase Interest (Y)	Pearson Correlation	.490**	1
	Sig. (2-tailed)	.000	
	N	75	75

Source : Data processed, 2020

Based on table 4.5 above, it can be seen that the coefficient of determination partially *Advertising* (X<sub>1</sub>) on Repurchase Interest (Y) is 0.490, the coefficient of determination can be calculated as follows:

$$KD_{y1.23} = (0,490)^2 \times 100\% \\ = 24,01\%$$

The value of the *Advertising* Determination Coefficient (X<sub>1</sub>) on Repurchase Interest (Y) is 24.01%, thus it can be concluded that *Advertising* (X<sub>1</sub>) affects Repurchase Interest (Y) by 24.01% while the remaining 75.99% is influenced by another variable.

###### b. The Effect of *Sales Promotion* on Partial Repurchase Interest.

**Table 4.6** Analysis Results of Partial Determination Coefficient X<sub>2</sub> to Y

		<i>Sales promotion</i> (X <sub>2</sub> )	Repurchase Interest (Y)
<i>Sales promotion</i> (X <sub>2</sub> )	Pearson Correlation	1	.406**
	Sig. (2-tailed)		.000
	N	75	75
Repurchase Interest (Y)	Pearson Correlation	.406**	1
	Sig. (2-tailed)	.000	
	N	75	75

Source : Data processed, 2020

Based on the table 4.6 above, it can be seen that the partial determination coefficient of *Sales Promotion* (X<sub>2</sub>) on Repurchase Interest (Y) is 0.406, the coefficient of determination can be calculated as follows:

$$KD_{y2.13} = (0,406)^2 \times 100\% \\ = 16,48\%$$

The value of the Determination Coefficient of *Sales Promotion* (X<sub>2</sub>) on Repurchase Interest (Y) is 16.48%, so it can be concluded that *Sales Promotion* (X<sub>2</sub>) affects Repurchase Interest (Y) by 16.48% while the rest is 83.52 % influenced by other variables.

**c. Effect of *Public relations* on Partial Repurchase Interest.**

**Tabel 4.7** Results of the partial determination coefficient analysis  $X_3$  to  $Y$

		<i>Public relation</i> ( $X_3$ )	Repurchase Interest ( $Y$ )
<i>Public relation</i> ( $X_3$ )	Pearson Correlation	1	.406**
	Sig. (2-tailed)		.000
	N	75	75
Repurchase Interest ( $Y$ )	Pearson Correlation	.406**	1
	Sig. (2-tailed)	.000	
	N	75	75

Source : Data processed, 2020

Based on the table 4.7 above, it can be seen that the coefficient of determination partially *Public relation* ( $X_3$ ) on Repurchase Interest ( $Y$ ) is 0.406, the coefficient of determination can be calculated as follows:

$$KD_{y3.12} = (0,406)^2 \times 100\% \\ = 16,48\%$$

The value of the Determination Coefficient of *Public relations* ( $X_3$ ) on Repurchase Interest ( $Y$ ) is 16.48%, so it can be concluded that *Public relations* ( $X_3$ ) affects Repurchase Interest ( $Y$ ) by 16.48% while the rest is 83.52 % influenced by other variables.

**2. Simultaneous Determination Coefficient Analysis**

**Tabel 4.8** Results of Simultaneous Determination Coefficient Analysis

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.518a	0,268	0,237		1,596

Source : Data processed, 2020

The Adjusted *R Square* value of 0.237 means that the variation of Repurchase Interest can be explained by independent variables, namely *Advertising*, *Sales promotion*, *Public relations*, amounting to 0.237 or 23.7% while the remaining 76.3% is explained by other factors not examined in this study.

**4.4.2 Hypothesis Testing**

**1. Partial hypothesis testing (Test t)**

**A. Hypothesis test *advertising* on repurchase intention**

ased on the results of calculations that have been done, it is found that the partial test value for *advertising* is with a two-tailed significance in Table 4.5 of 0.000. So with these results it can be concluded that Sig  $\alpha$  5% or 0.000 <0.05, which means that  $H_0$  is rejected and  $H_a$  can be accepted. Which means that the test shows that there is an influence of *Advertising* on Shopee's E-Commerce User Repurchase Intention.

**B. Hypothesis test *Sales Promotion* on Repurchase Intention**

Based on the results of calculations that have been done, it is found that the partial test value for *sales promotion* is with a two tail significance in Table 4.6 of 0.000. So with these results it can be concluded that Sig  $\alpha$  5% or 0.000 <0.05, which means that  $H_0$  is rejected and  $H_a$  can be accepted. Which means that the test shows that there is an effect of *Sales promotion* on Shopee E-Commerce User Repurchase Interest.

### C. Hypothesis testing *public relation* to repurchase intention

Based on the results of calculations that have been done, it is found that the partial test value for *public relations* is the significance of two tails in Table 4.13 of 0.000. So with these results it can be concluded that Sig  $\alpha$  5% or 0.000 < 0.05, which means that  $H_0$  is rejected and  $H_a$  can be accepted. Which means that the test shows that there is an effect of *Public relations* on Shopee E-Commerce User Repurchase Intention.

## 2. Multiple Hypothesis Test (Test F)

**Tabel 4.9** Simultaneous Hypothesis Result (Test F)

Model	F	Sig.
1 Regression	8,678	.000b
Residual		
Total		

Source : Data processed, 2020

Based on Table 4.7 above, it shows that the significance value is 0.000. If the significant value of probability (sig F) > 0.05 then  $H_0$  is accepted and  $H_a$  is rejected, if the significant value of probability (sig F) < 0.05,  $H_0$  is rejected and  $H_a$  is accepted. From the data above, it can be said that 0.000 < 0.05, which means it can be concluded that  $H_0$  is rejected and  $H_a$  can be accepted. This proves that *advertising, sales promotion, public relations* simultaneously affect Shopee's e-commerce user repurchase interest.

### 4.5 Temuan Hasil Penelitian

#### 1. Effect of *Advertising* on Repurchase Interest

Based on the results of research that has been done, it can be interpreted that *advertising* has a significant effect on repurchase interest. Consumers can be interested because the messages conveyed by the company containing promotional promotions offered through advertisements, based on the results of the questionnaire can be obtained results even though some of them state that the free advertisements made by Shopee are attractive. From the results of the questionnaires distributed, it can be seen that most of the respondents stated that the advertising carried out was good and satisfying for students. This is in accordance with Hermawan (2012: 161) which states that advertising determines the level of interest, trust and consumer confidence in the product. And this is also in accordance with the research results of Agus Yulianto et al (2017). Yang found that *advertising* had a significant effect on repurchase interest. It can be concluded that the better and more attractive the advertisement is, the more buying interest will increase because advertising can determine the level of consumer interest in Shopee's e-commerce products.

#### 2. The Effect of *Sales Promotion* on Repurchase Interest

Based on the results of research that has been done, it can be interpreted that *Sales Promotion* has an effect on the repurchase interest of Shopee E-Commerce users. *Sales promotion* at present is used to stimulate or encourage short / long term purchases which are likely to generate interest in repeat purchases in the future, based on the results of the questionnaire it can be concluded that Shopee has provided many attractive promos. From the results of the distributed questionnaires, it can be seen that the sales promotion conducted by Shopee is quite satisfying for students to be interested in repurchasing. This is the same as the theory put forward by Alma (2018: 190) that the purpose of *sales promotion* is to increase the repurchase power of old consumers. This is in accordance with the research

results of Luthfiana and Hadi (2019) who found that sales promotions have a positive and significant effect on repurchase interest. It can be concluded that *sales promotion sales promotion* can increase repurchase power, where the more sales promotions are carried out, the buying interest in Shopee e-commerce will also increase.

### 3. Effect of *Public relations* on Repurchase Interest

Based on the results of research that has been done, it can be interpreted that *public relations* have an effect on the repurchase interest of Shopee E-Commerce Users. Public relations in the process aims to increase awareness so that consumers are aware of the products being sold and provide certain confidence or reasons for consumers to make purchases with communication activities that are intended to build a good image of the company, based on the results of the questionnaire it can be concluded that the selection of the name Shopee is attractive. and deserves the name of an online shopping shop. From the results of the questionnaires distributed, it can be seen that most of them stated that the public relations carried out by Shopee were interesting enough for Shopee E-Commerce users. This shows that there is good news about the company and has an important role so that it can lead to consumer buying interest. This is in accordance with the research results of Yohanes et al (2015), who found that *public relations* has a partial effect on repurchase interest because good or bad *public relations* strategies will affect customer interest in repurchasing a product where customers will consider it a good thing. product or brand.

### 4. Effect of Promotion Mix ( *Advertising* , *Sales Promotion* and *Public Relations* ) on repurchase interest

Based on the results of the research that has been done, it can be interpreted that *advertising* , *sales promotion* and *public relations* simultaneously influence repurchase interest. Promotion mix in general is a method taken by companies to provide information to consumers in order to influence potential consumers to make purchases, and to make consumers remember or loyal to the products offered by the company, based on the results of the analysis, the results can be drawn that the promotional mix is sufficient to attract repeat purchases at Shopee E-Commerce users. This is consistent with Yulianto, Minarsih and Haryono (2015) who found that promotion mix had a positive and significant effect on repurchase interest. It can be concluded that the promotion mix can influence potential consumers to make purchases and make consumers remember or loyal to the products offered by the company which will generate interest in repurchasing

## V. CONCLUSION AND SUGGESTIONS

### 5.1 Conclusion

Based on the results of research that has been carried out with the title "The Effect of Promotion Mix on Repurchase Interest in E-commerce Shopee (Studies on STEI Jakarta Students), the following conclusions can be drawn :

1. Advertising affects Shopee E-Commerce users' Repurchase Intention because of messages sent by the company that create a desire to repurchase, and promotions offered through advertisements, one of the attractive advertisements for Shopee users is free shipping.
2. Sales promotions have an effect on Shopee E-Commerce users' Repurchase Interest because of the many promotions provided by Shopee, and the quality of these promotions attracts users, such as a Flash Sale promo.

3. Public relations has an effect on Shopee E-Commerce users' Repurchase Interest because of the use of the right name for an online store so that you always remember the name if you want to buy products and lots of good news about Shopee which is easily accessible.
4. Advertising, Sales promotion, and Public relations have an influence on Shopee's E-Commerce User Repurchase Interest because every element in the promotional mix carried out by Shopee is successfully executed simultaneously, giving rise to user repurchase interest.

## **5.2 Suggestions**

On the basis of the conclusions that have been stated above, several suggestions can be given and are expected to be useful in increasing the repurchase interest of STEI students, as for the suggestions are as follows:

### **A. For the Company**

1. It is known that the lowest indicator in the Advertising variable is the message conveyed. This indicates that Shopee's message is less attractive. Researchers suggest that Shopee as e-commerce should pay more attention to the indicators that have the lowest scores so that they can be improved in the future. In addition, Lazada must maintain the indicators that have the highest scores so that they can achieve the goals of the advertising.
2. It is known that the lowest indicator on the Sales promotion variable is the frequency of promotions carried out over time. This indicates that the number of promotions carried out is still lacking. Researchers suggest that Shopee needs to increase the number of promotions carried out so that they are multiplied such as various promotional packages in giving discounts or free shipping so that consumers will get the benefits or benefits that can be obtained from giving these discounts as well as consumer attractiveness for the discounts given will also increase. .
3. It is known that the lowest indicator in the Public relations variable is the publication that is carried out in disseminating information. This indicates that the publication by Shopee is not profitable. Researchers suggest Shopee to maximize in terms of publication so that the information provided to consumers can be conveyed clearly so that consumers get information about Shopee is not half-way and more clear and comprehensive.
4. It is known that the lowest indicator in the Repurchase Interest variable is the interest in finding more information about shopee. This indicates that students are lacking in explorative interest. Researchers suggest Shopee to pay more attention to strategies that can increase buying interest rather than just providing information, such as providing broadcast messages to users so that users are always reminded or some kind of messages containing attractive offers or ongoing programs

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