

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *discount framing* terhadap *brand reputation* dan *brand image* serta dampaknya pada *purchase intention* di e-commerce Shopee. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi penelitian adalah pengguna e-commerce Shopee di Indonesia periode Februari-April 2025 sebanyak 144.100.000 orang, dengan sampel sebanyak 100 responden yang diambil menggunakan teknik *purposive sampling*. Teknik pengumpulan data dilakukan melalui kuesioner online menggunakan *Google Form*. Analisis data menggunakan analisis deskriptif dan analisis jalur (*path analysis*) dengan bantuan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *Discount framing* berpengaruh positif dan signifikan terhadap *brand reputation*; (2) *Discount framing* berpengaruh signifikan terhadap *brand image* namun dengan arah negatif; (3) *Brand reputation* tidak berpengaruh signifikan terhadap *purchase intention*; (4) *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention*; (5) *Discount framing* tidak berpengaruh signifikan secara langsung terhadap *purchase intention*. Tanggapan konsumen terhadap *discount framing*, *brand reputation*, *brand image*, dan *purchase intention* berada dalam kategori kurang baik. Implikasi penelitian ini menunjukkan bahwa perusahaan perlu lebih fokus pada pembangunan *brand image* yang positif dan menerapkan strategi *discount framing* secara selektif agar tidak menurunkan persepsi kualitas merek di mata konsumen.

Kata kunci: *Discount Framing*, *Brand Reputation*, *Brand Image*, *Purchase Intention*, E-commerce Shopee

ABSTRACT

This study aims to analyze the influence of discount framing on brand reputation and brand image and its impact on purchase intention in Shopee e-commerce. This study uses descriptive and verifiable methods with a quantitative approach. The research population is 144,100,000 Shopee e-commerce users in Indonesia for the period February-April 2025, with a sample of 100 respondents taken using purposive sampling techniques. The data collection technique was carried out through an online questionnaire using Google Form. Data analysis uses descriptive analysis and path analysis with the help of SmartPLS 4.0 software. The results of the study show that: (1) Discount framing has a positive and significant effect on brand reputation; (2) Discount framing has a significant effect on brand image but in a negative direction; (3) Brand reputation does not have a significant effect on purchase intention; (4) Brand image has a positive and significant effect on purchase intention; (5) Discount framing does not have a significant effect directly on purchase intent. Consumer responses to discount framing, brand reputation, brand image, and purchase intention are in the poor category. The implications of this study show that companies need to focus more on building a positive brand image and implementing a selective discount framing strategy so as not to reduce the perception of brand quality in the eyes of consumers.

Keywords: *Discount Framing, Brand Reputation, Brand Image, Purchase Intention, Shopee E-commerce*