

PENGARUH KEPEMIMPINAN MEREK TERHADAP KEPUASAN KONSUMEN DAN NIAT BELI ULANG PADA *E-COMMERCE* DI INDONESIA

INTISARI

Perkembangan *e-commerce* yang pesat telah menyebabkan pergeseran cara berbelanja masyarakat. Saat ini, konsumen dapat membeli produk secara daring melalui berbagai *platform*, salah satunya melalui *e-commerce*. Penelitian ini bertujuan untuk menguji dan menganalisis apakah keempat dimensi kepemimpinan merek yang meliputi kualitas, nilai, inovasi, dan popularitas berpengaruh positif signifikan terhadap kepuasan dan niat beli ulang pada *e-commerce* di Indonesia. Dengan objek penelitian dua *e-commerce* dengan pengguna terbanyak di Indonesia, yaitu Shopee dan Tokopedia. Responden penelitian ini adalah Warga Negara Indonesia yang berusia diatas 17 tahun serta berbelanja di Shopee dan Tokopedia dalam 3 bulan terakhir. Terdapat 261 responden yang telah berpartisipasi dalam penelitian ini. Pengumpulan data penelitian ini menggunakan metode *non-probability sampling*, *purposive sampling* serta analisis data menggunakan *software* SmartPLS 3.0. Hasil penelitian menunjukkan bahwa seluruh dimensi kepemimpinan merek (kualitas, nilai, inovasi, dan popularitas) berpengaruh positif dan signifikan terhadap kepuasan, serta terhadap niat beli ulang melalui kepuasan. Selain itu, dimensi nilai dan inovasi berpengaruh signifikan terhadap niat beli ulang. Namun, hasil penelitian menemukan bahwa tidak terdapat pengaruh yang signifikan antara kualitas dan popularitas terhadap niat beli ulang.

Kata Kunci: Kepemimpinan Merek, Kualitas, Nilai, Inovasi, Popularitas, Kepuasan Konsumen, Niat Beli Ulang

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ABSTRACT

The rapid development of e-commerce has led to a shift in how people shop. Currently, consumers can purchase products online through various platforms, one of which is through e-commerce. This research aims to test and analyze whether the four dimensions of brand leadership, including quality, value, innovation, and popularity, have a significant positive influence on satisfaction and repurchase intention in e-commerce in Indonesia. The research focuses on two e-commerce platforms with the highest number of users in Indonesia, namely Shopee and Tokopedia. Respondents in this study are Indonesian citizens aged over 17 who have made purchases on Shopee and Tokopedia in the last three months. There were 261 respondents who participated in this research. Data collection for this research used non-probability sampling, purposive sampling method, and data analysis was conducted using SmartPLS 3.0 software. The results of the study show that all dimensions of brand leadership (quality, value, innovation, and popularity) have a significant positive impact on satisfaction, as well as on repurchase intention through satisfaction. In addition, the dimensions of value and innovation significantly influence repurchase intention. However, the research findings indicate that there are no significant influence between quality and popularity on repurchase intention.

Keywords: Brand Leadership, Quality, Value, Innovation, Popularity, Consumer Satisfaction, Repurchase Intention