

## ABSTRACT

### ***The Impact of Tools Sales Promotion on Loyalty Program which is Shopee Loyalty on Customer Loyalty***

Andaru Bayu Dwi Pratama<sup>1)</sup>, Reni Dyanasari<sup>2)</sup>, Fasya Syifa Mutma<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecture of Communication Science Department, Universitas Pembangunan Jaya

*In the midst of e-commerce business competition, consumer loyalty is something that is considered important and beneficial for the long-term development of the company. One of the loyalty programs formed by Shopee is Shopee Loyalty. One of the formations of consumer loyalty is influenced by the existence of various sales promotions. Sales promotion is a program designed with the aim of building interest or encouraging an increase in product purchase transactions during a certain period. This study aims to see whether there is an effect of sales promotion on the Shopee Loyalty program on consumer loyalty. Shopee Loyalty is an appreciation program given to Shopee users. By becoming a Shopee Loyalty member, Shopee wants to provide more benefits, promotions and privileges for its users. The theories and concepts used in this research are sales promotion, consumer loyalty and Theory of Planned Behavior. This study uses a quantitative method by distributing questionnaires to 400 respondents who are female employees of DKI Jakarta who are affected by the Covid-19 virus pandemic and work from home. The results obtained from this study are proving that there is a fairly unidirectional relationship between tools sales promotion and consumer loyalty with a value of 0.673 and is categorized with a strong relationship. From this study it can be concluded that tools sales promotion in the Shopee Loyalty program affects consumer loyalty to use Shopee as a shopping application.*

**Keywords:** *Sales Promotion, Consumer Loyalty, Theory of Planned Behaviour.*

**Libraries** : 55

**Publication Year** : 2010 – 2020