

The Effectiveness of Tokopedia's Corporate Advertising on Brand Positioning Development and Brand Image Enhancement and Its Impact on Purchasing Decisions

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Abstract

The trend of online shopping is considered to be a business opportunity for electronic-based trading companies. Tokopedia is one of the companies that dominate the Indonesian e-commerce market and has the highest average web visitors in 2018. Looking at the high number of Tokopedia web visitors, it can be said that the level of purchasing decisions in this online shopping site is also high. This study aims to determine the effectiveness of Tokopedia's corporate advertising on brand positioning development and brand image enhancement and its impact on purchasing decisions.

The populations in this study were Active Students of the Postgraduate Program at Universitas Mercubuana, Menteng Campus. Sampling was conducted by a non-probability sampling technique with a total sample of 90 respondents. The analysis technique used is descriptive analysis and Structural Equation Modeling with AMOS 18.0 tools.

The results show that the effectiveness of Tokopedia's corporate advertising has a significant effect on brand positioning, brand image, and purchasing decisions. Brand positioning and brand image are able to mediate the influence that occurs on the effectiveness of the Tokopedia's corporate advertising on the purchasing decision.

Key Words: Effectiveness, Corporate Advertising, Brand Image, Brand Positioning, Purchasing Decisions

Efektivitas *Corporate Advertising* Tokopedia Dalam Pembangunan *Brand Positioning* dan Peningkatan *Brand Image* Serta Dampaknya Terhadap Keputusan Pembelian

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Abstrak

Trend belanja online dianggap menjadi peluang bisnis bagi perusahaan perdagangan yang berbasis elektronik. Tokopedia merupakan salah satu perusahaan yang merajai pasar e-commerce Indonesia dan memiliki rata-rata pengunjung web tertinggi pada tahun 2018. Melihat tingginya pengunjung web Tokopedia dapat dikatakan tingkat keputusan pembelian pada situs belanja online tersebut juga tinggi. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana efektivitas *corporate advertising* Tokopedia pada pembangunan *brand positioning* dan peningkatan *brand image* serta dampaknya terhadap keputusan pembelian.

Populasi pada penelitian ini adalah Mahasiswa Aktif Program Pascasarjana Universitas Mercu Buana Kampus Menteng. Pengambilan sampel dilakukan dengan teknik *nonprobability sampling* dengan jumlah sampel sebanyak 90 orang responden. Teknik analisis yang digunakan adalah analisis deskriptif dan *Structural Equation Modeling* dengan alat bantu AMOS 18.0.

Hasil penelitian menunjukkan bahwa efektivitas *corporate advertising* Tokopedia berpengaruh signifikan terhadap *brand positioning*, *brand image* dan keputusan pembelian. *Brand positioning* dan *brand image* mampu memediasi pengaruh yang terjadi pada efektivitas *corporate advertising* Tokopedia terhadap keputusan pembelian.

Kata Kunci: Efektivitas, *Corporate Advertising*, *Brand Image*, *Brand Positioning*, Keputusan Pembelian