

## ABSTRAK

**Latifa Rahmawati. 2020310051, Minat Beli Produk Emina: Ditinjau dari *Discount Framing*, *Brand Reputation*, dan *Brand Image*.**

Penelitian ini bertujuan untuk meneliti pengaruh dari *discount framing* terhadap minat beli melalui *brand reputation*, dan *brand image* pada produk Emina di Shopee. Studi penelitian pada penelitian ini dilakukan pada generasi Z di Kabupaten Kudus yang pernah membeli produk Emina di ecommerce Shopee. Jenis penelitian yang digunakan berupa penelitian lapangan memakai pendekatan kuantitatif. Responden penelitian ini berjumlah 150 orang dengan menggunakan teknik non probability sampling dan jenis sampling yang dipilih berupa purposive sampling. Teknik pengumpulan data yang digunakan penelitian ini melalui kuesioner. Analisis data pengujian instrumen untuk mengukur uji validitas, uji reliabilitas, uji hipotesis yang digunakan pada penelitian ini adalah Structural Equation Modelling (SEM) dengan memakai bantuan aplikasi program AMOS 22.0. Hasil yang diperoleh pada penelitian ini adalah variabel *discount framing* berpengaruh terhadap variabel *brand reputation*, sedangkan variabel *discount framing* tidak memiliki pengaruh yang signifikan pada variabel *purchase intention*, variabel *discount framing* menunjukkan memiliki pengaruh terhadap variabel *brand image*, variabel *brand reputation* dan variabel *brand image* masing-masing memiliki pengaruh terhadap variabel *purchase intention*.

**Kata Kunci:** Bingkai Diskon; Reputasi Merek; Citra Merek; Minat

## ABSTRACT

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*This research aims to research the influence of discount framing on purchasing interest through brand reputation and brand image on Emina products on Shopee. The research study in this research was conducted on generation Z in Kudus Regency who had purchased Emina products on e-commerce Shopee. The type of research used is field research with a quantitative approach. The respondents for this research were 150 people using non-probability sampling techniques and the type of sampling chosen was purposive sampling. The data collection technique used in this research is through a questionnaire. Analysis of instrument testing data to measure validity tests, hypothesis tests, reliability tests, hypothesis tests used in this research is Structural Equation Modelling (SEM) using the help of the AMOS 22.0 program application. The results obtained in this research are that the discount framing variable has an influence on the brand reputation variable, while the discount framing variable does not have a significant influence on the purchase intention, the discount framing variable shows that it has an influence on the brand image variable, the brand reputation variable and the brand image variable each have an influence on the purchase intention variable.*

**Keywords:** *Discount Framing; Brand Reputation; Brand Image; Purchase Intention.*