

ABSTRACT

Bukalapak is an online e-commerce that sells various products and services, Bukalapak consists of online websites, mobile applications and also MSME partners which can transact online. Bukalapak is the e-commerce with the second most visitors, which proves that in Q2 2018 Bukalapak has become the center of public attention which results in the potential for always increasing user visits which can also be caused by advertisements and images of this award, making Bukalapak number 2 with existence high loyalty too. However, there was a significant decrease in visitors in Q3 2020 where this is of course an indication that the decline in visitors has also caused a decrease in the level of loyalty to Bukalapak itself. This study the authors found two independent and dependent variables, the independent variable, namely advertising jingle (X1), and the dependent variable Loyalty (Y) which aims to test how much influence ad jingle has on the loyalty of Bukalapak users in the city of Bandung. The method used by researchers is a quantitative method with associative research type. The population in this study is the Bukalapak application users in the city of Bandung. Sampling was carried out using a non-probability sampling method with a type of quota sampling. The sample of this study were 97 respondents in the city of Bandung who used the buk Bukalapak application. The data analysis technique used multiple linear regression analysis. The results of the study as a whole show that the advertising jingle variable of Bukalapak application users in Bandung is in a good category and the loyalty of Bukalapak application users in the city of Bandung is in a fairly good category. The results of the t-test linear regression analysis also show that the advertising jingle has an effect on loyalty.

Keywords: *e-commerce, ad jingles, loyalty, marketing communication*