

ABSTRACT

E-commerce has become a place to shop online and Shopee is a popular e-commerce platform, like during Ramadan where they had a lot of customers at that time. However, Shopee experienced complaints about their promotions last year and used their promotional strategy to maintain their customer loyalty by providing satisfaction. This research was conducted to find out whether there is an influence of promotions on Shopee Indonesia customer loyalty with customer satisfaction as mediation.

This research was carried out using a descriptive quantitative method using a non-probability sampling technique which obtained 400 respondents who had to be searched for and then analyzed using the SEM-PLS analysis technique to test significance (direct effect) and test mediation (indirect effect).

Based on the results of the research conducted, it is known that the respondents' assessments were 400 Shopee users in Indonesia from 28 provinces. The conclusion of this research is based on the results of hypothesis testing with (path coefficient) direct effect and indirect effect with a significance level of 5% (0.05).

Keywords: Promotion, Customer Satisfaction and Customer Loyalty