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The Influence of Brand Marketing Strategy, Price Discounts and Formation of Loyalty on Consumer Repurchase Intentions on the Shopee Platform (Literature Review Management Students at Bhayangkara University, Jakarta Raya - Bekasi)

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Abstract: This research aims to analyze the influence of brand marketing strategies and price discounts on the formation of consumer loyalty and repurchase intentions on the Shopee e-commerce platform. In the competitive digital era, understanding the factors that influence consumer loyalty and repeat purchase intentions is crucial for the sustainability of e-commerce businesses. This study uses a quantitative approach with a sample of Management students from Bhayangkara University, Jakarta Raya - Bekasi who are Shopee customers. This research shows that implementing brand marketing strategies and providing price discounts has a significant impact on customer loyalty and intention to make repeat purchases. These findings provide valuable insight for e-commerce business players in designing effective marketing strategies to increase consumer loyalty. and encourage repeat purchases.

Keyword: Discounts, Loyalty, Brand Marketing, E-commerce Shopee

INTRODUCTION

In the current digital era, e-commerce business competition is increasingly fierce, especially on large platforms like Shopee. One of the keys to success for an e-commerce platform is building consumer loyalty and encouraging repeat purchase intentions. Brand marketing strategies and price discounts are two important factors that are often used by companies to achieve this goal.

Brand marketing helps create a positive identity and image for the platform in the eyes of consumers, influencing their perception of the quality, trustworthiness and value offered. On the other hand, price discounts are an effective promotional strategy to attract consumer interest, especially in creating direct attraction through more competitive prices. Sales volume represents a company's revenue, expressed in physical units or as a measure of a company's product sales. The term sales volume can be understood as the quantity or size of goods or services sold. The main sales indicators are product, price, and advertising (Yuliani & Komarudin, 2023). Obtaining the highest profit is the goal of increasing company sales so that

the company can continue to grow and provide funds for the company's survival both in the short and long term. Basically, every company expects to achieve all planned goals.

The combination of a strong brand marketing strategy and attractive discount offers has the potential to significantly influence consumer behavior, both in terms of loyalty and repurchase intentions. Consumers who feel emotionally connected to a brand through the right marketing strategy, coupled with discount incentives, tend to return to shopping and make the platform their first choice. Therefore, research on the influence of these two factors is very relevant to understand how they contribute to business sustainability and the growth of consumer loyalty on e-commerce platforms such as Shopee.

Based on (Pratama & Yoedtadi, 2021) shows that giving discounts can have a positive impact on consumer purchasing behavior. Thus, discounts are an important factor that can influence consumer buying interest. Shopee also applies discounts at certain periods or dates which can influence consumers' buying desires. According to (Nurlina, 2020) Every customer certainly has expectations regarding the quality of the product they want, so that they can make the right purchasing decision. Therefore, it can be concluded that product quality plays an important role in determining the position of a business in the global market.

Based on the background above, several problems can be formulated as follows:

1. How does Shopee's brand marketing strategy influence the formation of consumer loyalty?
2. To what extent do price discounts offered by Shopee influence consumer loyalty?
3. How does Shopee's brand marketing strategy influence consumers' repurchase intentions?
4. Do price discounts offered by Shopee influence consumers' repurchase intentions?
5. How does consumer loyalty to Shopee influence their repurchase intentions?

METHOD

This article was prepared using a library research and systematic literature review (SLR) approach, which was analyzed qualitatively by utilizing various sources from online platforms such as Google Scholar, Mendeley and other academic sources.

Systematic Literature Review (SLR) can be defined as a process for identifying, evaluating, and interpreting various existing research evidence with the aim of providing more specific answers to research questions (Kitchenham et al., 2009).

In a qualitative approach, literature review must be applied consistently in accordance with predetermined methodological principles. One of the main reasons for using qualitative analysis is the exploratory nature of this research (Ali & Limakrisna, 2013).

RESULT AND DISCUSSION

Digital Marketing

Digital marketing is a marketing activity that uses digital media and the internet, such as websites, email, television and social media, with the aim of increasing the number of consumers (Chaffey & Chadwick, 2019). Digital marketing has now become a marketing method that is very popular among business people to attract consumers' attention to the products or services they offer. According to (Nikous Soter Sihombing, Erwin Pardede, Anton Sihombing, 2022) digital marketing is an effort to promote brands through sophisticated media that allows the delivery of messages to buyers in a comfortable, personal and relevant manner. Online marketing has now become a step that must be taken by business actors.

Loyalty

Loyalty is a situation where consumers have a positive view of a brand, show commitment to the brand, and have the intention to continue making purchases in the future. Loyalty reflects a consumer's tendency to choose and use a particular brand consistently with a high level of loyalty. (Dharmmesta, 1997). In the long term, customer loyalty becomes a goal

for strategic market planning (Kotler, 1997); Apart from that, it is also used as a basis for developing sustainable competitive advantages (Dick & Basu, 1994), namely advantages that can be achieved through various marketing strategies. In conditions of increasingly fierce global competition, with the presence of innovative products on the market, as well as a saturated market situation for certain products, managing customer loyalty has become quite a complex managerial challenge.

Repurchase intention

Repurchase intention is the consumer's tendency or desire to buy the same product or service again after making a previous purchase. This behavior shows satisfaction or a positive experience that encourages consumers to repeat purchases in the future (Widanti et al., 2022). According to Kotler and Keller (2012), repurchase intention is consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase.

Table 1. Table of relevant previous research

No.	Author, Year	Research Results	Equality	Difference	Hypothesis Basis
1.	(Liubana et al., 2023)	Significant positive relationship between marketing strategies1 digital1, Image. Brand., and loyalty. Customer. with the performance of 1 sales of 1 fashion products on Shopee. Strategy1 Marketing1 Digital., Brand image, Customer loyalty.	The influence of brand marketing strategy on forming loyalty in the Shopee application	This article's research focuses on forming loyalty and repurchase intentions, while research in this journal examines the relationship of these variables to the sales performance of fashion products on Shopee.	H1
2.	(Aldatya et al., 2021)	Research shows that Shopee brand image has a significant influence on brand loyalty, with a coefficient of 0.689. This means that the better Shopee's brand image, the more likely customers are to be loyal. Apart from that, brand trust also has a significant effect, with a coefficient of 0.238, where users who believe in Shopee's reliability tend to remain loyal to using its services.	The influence of brand marketing strategy on forming loyalty in the Shopee application	This journal will show the relationship between price discounts and brand marketing strategies with loyalty and repeat purchase intentions. The journal emphasizes that brand image and trust have a significant influence on Shopee customer loyalty	H1
3.	(Manumpil et al., 2021)	Promotion has1 significant1 influence1 on1 interest1 in buying1 repeat1 products. This shows that appropriate	The influence of brand marketing strategy on consumers'	This journal's research focuses on brand marketing strategies and price discounts,	H2

		promotions can attract consumers to make repeat purchases and price has no influence	repeat purchase intentions	while the journal examines the four components of the product marketing mix, price, promotion and location.	
4.	(Budiyanto & Darmawan, 2018)	Shows that product and price have a significant influence on repeat purchase intention, where product quality increases purchase intention, while an increase in price reduces it. On the other hand, promotion and distribution do not have a significant effect, due to inappropriate advertising and inconsistent distribution services	The influence of brand marketing strategy on consumer repurchase intentions	This research article examines brand marketing strategies and price discounts in influencing consumer loyalty, while this journal examines the influence of four elements of the marketing mix (product, price, promotion, distribution) on repeat purchase intentions.	H2
5.	(Ningsih et al., 2022)	Shows that giving discounts has a positive influence on brand reputation, brand image, and consumer loyalty at Shopee. Brand reputation and brand image also strengthen the influence of discounts on loyalty, so that the better the brand reputation and image, the more loyal consumers are. Shopee is advised to continue improving its discount program to strengthen its image and reputation to increase customer loyalty.	The influence of price discounts on the formation of loyalty	Emphasis on the impact of discounts on consumer loyalty which is influenced by brand image and brand reputation.	H3
6.	(Susilawati et al., 2022)	The research results show that price perception discounts, customer experience, and brand marketing strategies have a positive effect on consumer loyalty and repurchase intentions at Shopee. Attractive discounts and fair prices increase loyalty,	The influence of price discounts on the formation of loyalty	Analyzing the impact of price perceptions, discounts, and customer experience on loyalty. fashion product customers on Shopee. Emphasizes the importance of	H3

		while a good shopping experience and effective marketing strategies strengthen consumer engagement, encouraging them to continue shopping on the platform.		the shopping experience and how prices and discounts can influence consumer loyalty attitudes.	
7.	(Resta et al., 2023)	This research found that the voucher discount and free shipping programs had a significant influence on consumers' repurchase intentions on the Shopee Food application. These two promotional programs simultaneously contributed 56.1% to repeat purchase intentions, indicating that consumers are more motivated to make repeat purchases when there are profitable promotions such as price discounts and elimination of shipping costs. This emphasizes the importance of promotions in forming consumer loyalty on the e-commerce platform.	The effect of price discounts on consumers' repurchase intentions	Research in this journal focuses on Shopee Food, a food delivery service provided by Shopee.	H4
8.	(Ryansa et al., 2023)	This research shows that customer experience and giving discounts have a positive and significant influence on repurchase intention.	The effect of price discounts on consumers' repurchase intentions	This research focuses on GrabFood, Customer Experience and Discount Provision and repurchase intentions.	H4

The influence of brand marketing strategy on forming loyalty

Brand image and brand trust work synergistically in forming consumer loyalty. Brand loyalty is defined as the tendency of consumers to continue choosing and purchasing products from the same brand for a long period of time. This loyalty does not only take the form of repeat purchases, but also in the form of active support for the brand, such as recommending the product to others and continuing to use the brand despite temptations from competitors. In a marketing context, brand loyalty becomes a very valuable asset for companies because loyal consumers are more difficult to switch to other brands and tend to spend more money on products they trust. Companies need to pay attention to these two elements in designing their

marketing strategies to ensure continued profitable relationships with consumers (Alhaddad & Alhaddad, 2015).

The influence of brand marketing strategy on consumers' repurchase intentions

Brand Image, trust in the brand, and customer satisfaction together influence consumers' intentions to make repeat purchases. A positive brand image forms a strong perception among consumers, while trust in the brand increases consumer confidence that the brand can be consistently relied on. Customer satisfaction plays an important role in strengthening these relationships, where consumers who are satisfied with the quality of products and services are more likely to make repeat purchases. This research confirms that these three elements have a significant influence on the formation of consumer loyalty, which in turn increases repeat purchase intentions. Therefore, companies need to focus their marketing strategies on strengthening Brand Image, building trust, and increasing customer satisfaction to encourage long-term loyalty (Suryani & Rosalina, 2019).

The effect of price discounts on the formation of loyalty

Price discounts have a significant influence on customer loyalty, especially in the short term. Customers tend to be more interested in making a purchase when offered a discount, because they feel they are getting more value from the product purchased. This increases the likelihood of repeat purchases, especially for new customers or those who are price sensitive. Therefore, discounts can be an effective marketing tool to attract and retain customers, at least in the short term (Vm et al., 2019)

The effect of price discounts on consumers' repurchase intentions

Price discounts can trigger immediate repeat purchases, where consumers who feel the benefits of price discounts are more likely to make repeat purchases, especially if the discount provides economic satisfaction and the feeling that they are getting a product at a better price. This is especially true in the short term, when consumers are encouraged to take advantage of discounts before the promotion ends, creating the attraction and urgency to make an immediate purchase. This discount strategy is often effective in increasing the number of transactions and purchase frequency in a short period of time. Consumers who are frequently faced with promotions or discounts on certain products tend to buy those products more often because they are used to lower prices or get incentives from promotions.

Research Framework

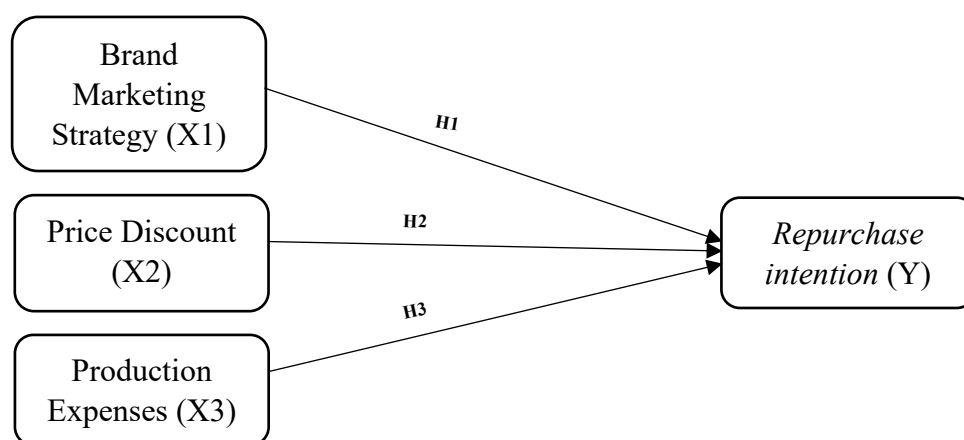


Figure 1. Research Framework

Based on Figure 1. conceptual framework, then: Brand marketing strategies and price discounts influence the formation of consumer loyalty and repurchase intentions. there are many other variables including:

1. Product Quality (Fauziah et al., 2023), (Zulkarnain, 2021), (Winata, 2020)
2. Product Innovation (ABDILLAH, 2017), (Aditi, 2017), (Rohadatul Anisa, 2021)
3. Service Quality (Br Marbun et al., 2022), (Putra Maha Segara Andre et al., 2024), (Suryani & Rosalina, 2019)

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is:

1. **Brand Marketing Strategy:** Building a positive image and brand trust increases perceived quality, emotional attachment and consumer loyalty to Shopee.
2. **Price Discounts:** Provide added value that attracts new buyers, encourages repeat purchases, and strengthens loyalty through a satisfying shopping experience.
3. **Holistic Approach:** The synergy of brand marketing and price discounts is effective in increasing consumer engagement and satisfaction on an ongoing basis.

Suggestion

Shopee is advised to continue optimizing its brand marketing strategy by maintaining quality and a strong brand image, as well as building deep trust among consumers. Discount programs need to be run consistently, especially over certain periods to create ongoing appeal and stimulate repeat purchases. Furthermore, combining marketing strategies with attractive discount incentives can increase customer loyalty in the long term and strengthen Shopee's position as the consumer's primary platform of choice.

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