



**THE RELATIONSHIP BETWEEN SHOPEE'S BRAND
AWARENESS, BRAND ASSOCIATION AND PERCEIVED
QUALITY TOWARDS SHOPEE'S CONSUMER
SATISFACTION AMONG INDONESIAN YOUNG- ADULTS**

Thesis

**Compiled To Fulfill The Requirements For An International
Undergraduated Program.**

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MOTTO

Beautiful things are always precious, even if you stay
for a while and then leave

GRATITUDE PAGE

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ABSTRACT

Due to their adaptability and the capacity of technology to integrate aspects of human life, technological advancements and developments, particularly in the fields of telecommunications, information, and multimedia, have a significant impact on adaptations in social relationships. The number of Indonesians who utilize the internet is steadily increasing. Due to the high mobility of humans, the commercial world places high value on the provision of goods and services and goods on demand and in a timely basis. Consumers now have the option of participating in convenient and cost-effective e-commerce. Numerous e-commerce platforms exist today. The platform is expansive and reaches all populations. The purpose of this research is to examine the relationship between Shopee's brand awareness, brand association and perceived quality towards Shopee's customers satisfaction among Indonesian Young-adults both partially and simultaneously. This research explains the findings of research contributing to Aaker and Keller's theory of brand equity. The primary population for this research is young adults aged 15 to 24 years old from throughout Indonesia, with a total of 100 respondents. The analysis tool used in this research is Kendall Tau_b Correlation Test to calculate ordinal ranked-data. The result of the study explained that Shopee's brand awareness, brand association and perceived quality have a significant effect partially and simultaneously to customers satisfaction. Therefore, the result shows that brand awareness has a moderate and positive relationship, meanwhile brand association and perceived quality has a strong and positive relationship with customers satisfaction. This research 's result may be incorporated into the marketing strategies of companies and interested parties for maintaining and maximizing Brand Awareness, Brand Association, and Perceived Quality in order to have a good significant effect on potential customers, which can lead to Customer Satisfaction.

Keywords: Brand Awareness, Brand Association, Perceived Quality, Customer Satisfaction, Shopee.

PREAMBLE

Praise and gratitude for the presence of God Almighty who has blessed His grace and gifts so that the author can complete the thesis writing entitled “The Relationship Between Shopee's Brand Awareness, Brand Loyalty and Purchase Intention Towards Shopee's Customer Satisfaction Among Indonesian Young-adults” as one of the requirements for completing the International Undergraduate Program in the Communication Science, Faculty of Social and Political Sciences, Diponegoro University. This research was conducted with the aim of explaining the relationship between Shopee's brand awareness, brand association and perceived quality towards Shopee's customer satisfaction among Indonesian young adults.

This research is influenced by the current technological era's e-commerce competitiveness. Shopee is one of them, and it has escalated its promotions using a variety of marketing methods. Their marketing techniques promotion plan is to offer numerous promotions, engage attractive brand ambassadors, and spend a significant amount of money on marketing in order to achieve the top spot in the TOP Brand Gen-Z Index 2021. Despite attempting numerous methods, Shopee's customer satisfaction score does not rank first in several surveys.

The author hopes that this research can function as a paradigm for future research. And the public and the parties involved may benefit from this research. Since the author recognizes that this research still has limitations, the author is open to constructive advice and feedback in order to assist higher-quality research in the future.

Semarang, May 23 2022

Jasmine Zahra

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