

ABSTRAK

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PENGARUH *BRAND* AMBASSADOR, *BRAND* AWARENESS, *BRAND* IMAGE, HARGA DAN *POSITIVE E-WOM* TERHADAP MINAT PEMBELIAN DI MARKETPLACE TOKOPEDIA

(83 hal + 24 tabel + 4 gambar)

Tokopedia belum mampu menjadi marketplace nomor 1 di Indonesia karena masih berada pada posisi no 2 berdasarkan BUMO dan volume transaksi, yang tentunya tidak sesuai dengan harapan perusahaan. Untuk mendorong Tokopedia menjadi e-commerce nomor 1 di Indonesia, maka perlu adanya peningkatan minat beli konsumen agar jumlah pengunjung dapat terus meningkat dan diharapkan hal ini juga akan berdampak pada pertumbuhan penjualan. Penelitian ini mengkaji tentang pengaruh Brand Ambassador, Brand Awareness, Brand Image dan Harga terhadap Minat Beli pada Marketplace Tokopedia. Penelitian ini dilakukan dengan menggunakan metode survei dengan menyebarkan kuesioner kepada 426 responden penelitian yang merupakan konsumen Tokopedia. Hasil penelitian menunjukkan bahwa Brand Ambassador, Brand Awareness, Brand Image dan Harga memiliki pengaruh signifikan dan positif terhadap minat beli.

Kata Kunci: Brand Ambassador, Brand Awareness, Brand Image, Harga, Minat Beli

44 Referensi (2015-2023)

ABSTRACT

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THE INFLUENCE OF BRAND AMBASSADOR, BRAND AWARENESS, BRAND IMAGE, PRICE AND POSITIVE E-WOM ON PURCHASE INTEREST IN THE TOKOPEDIA MARKETPLACE

(83 hal + 24 table + 4 picture)

Tokopedia has not been able to become the number 1 marketplace in Indonesia because it is still in position no. 2 based on BUMO and transaction volume, which of course does not match the company's expectations. To encourage Tokopedia to become the number 1 e-commerce in Indonesia, it is necessary to increase consumer buying interest so that the number of visitors can continue to increase and it is hoped that this will also have an impact on sales growth. This study examines the influence of Brand Ambassador, Brand Awareness, Brand Image and Price on Buying Interest in the Tokopedia Marketplace. This study was conducted using a survey method by distributing questionnaires to 426 research respondents who are Tokopedia consumers. The results of the study show that Brand Ambassador, Brand Awareness, Brand Image and Price have a significant and positive influence on buying interest

Keywords: Brand Ambassador, Brand Awareness, Brand Image, Price, Purchase Interest

44 References (2015-2023)