

ABSTRAK

**PENGARUH PROMO DISKON DAN *BRAND AMBASSADOR* DENGAN
BRAND AWARENESS SEBAGAI VARIABEL MEDIASI TERHADAP
MINAT BELI KONSUMEN DI TOKOPEDIA**

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2022

Penelitian ini bertujuan untuk mengetahui apakah: 1) promo diskon berpengaruh terhadap *brand awareness*, 2) *brand ambassador* berpengaruh terhadap *brand awareness*, 3) promo diskon berpengaruh terhadap minat beli, 4) *brand ambassador* berpengaruh terhadap minat beli, 5) *brand awareness* berpengaruh terhadap minat beli, 6) *brand awareness* memediasi pengaruh promo diskon terhadap minat beli, 7) *brand awareness* memediasi pengaruh *brand ambassador* terhadap minat beli. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan *Smart PLS 3.0*. Hasil penelitian ini menunjukkan bahwa: 1) promo diskon berpengaruh terhadap *brand awareness*, 2) *brand ambassador* berpengaruh terhadap *brand awareness*, 3) promo diskon tidak berpengaruh terhadap minat beli, 4) *brand ambassador* berpengaruh terhadap minat beli, 5) *brand awareness* berpengaruh terhadap minat beli, 6) *brand awareness* memediasi pengaruh promo diskon terhadap minat beli, 7) *brand awareness* memediasi pengaruh *brand ambassador* terhadap minat beli.

Kata Kunci: Promo Diskon, *Brand Ambassador*, *Brand Awareness*, Minat Beli

ABSTRACT

THE EFFECT OF DISCOUNT PROMO AND BRAND AMBASSADOR WITH BRAND AWARENESS AS THE MEDIATION VARIABLE ON CONSUMER'S BUYING INTEREST IN TOKOPEDIA

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This research aims to discover whether: 1) discount promo has an influence on brand awareness, 2) brand ambassador has an influence on brand awareness, 3) discount promo has an impact on buying interest, 4) brand ambassador has an impact towards buying interest, 5) brand awareness has an impact buying interest, 6) brand awareness mediates the effect of discount promo towards buying interest, 7) brand awareness mediates the effect of brand ambassador towards buying interest. The sample collection technique applies purposive sampling. The data are gathered by distributing a questionnaire to 100 respondents. The data analysis technique employs Partial Least Square by applying Smart PLS 3.0. The outcomes of this research show that: 1) Discount promo affects brand ambassador, 2) brand ambassador affects brand awareness, 3) discount promo possesses no effect on buying interest, 4) brand ambassador affects buying interest, 5) brand awareness affects buying interest, 6) brand awareness mediates the effect of discount promo towards buying interest, 7) brand awareness mediates the effect of brand ambassador towards buying interest.

Keywords: *Discount Promo, Brand Ambassador, Brand Awareness, Buying Interest*