

ABSTRAK

PENGARUH *BRAND AMBASSADOR*, *BRAND IMAGE* DAN PROMOSI TERHADAP MINAT BELI DI TOKOPEDIA

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Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Ambassador*, *Brand Image*, dan Promosi terhadap Minat Beli di Tokopedia. Melalui penyebaran kuesioner kepada 100 responden yang merupakan pengikut *Instagram* Tokopedia dan telah bertransaksi dalam enam bulan terakhir, penelitian ini menggunakan metode purposive sampling. Analisis data dilakukan dengan teknik analisis deskriptif, uji asumsi klasik, regresi linier berganda, dan uji koefisien determinasi menggunakan program *Statistical Program for Social Science* (SPSS) versi 29. Hasil penelitian menunjukkan : 1) *Brand Ambassador*, *Brand Image*, dan Promosi memberikan pengaruh signifikan terhadap Minat Beli di Tokopedia. 2) *Brand Ambassador* secara parsial tidak berpengaruh signifikan, 3) *Brand Image* menunjukkan pengaruh signifikan terhadap Minat Beli, 4) Promosi menunjukkan pengaruh signifikan terhadap Minat Beli. Temuan ini menyoroti pentingnya *Brand Image* dan Promosi dalam strategi pemasaran pada *platform e-commerce* untuk mendorong minat beli konsumen

Kata Kunci : *Brand Ambassador, Brand Image, Promosi, Minat Beli, Tokopedia.*

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, AND PROMOTION ON PURCHASING INTEREST IN TOKOPEDIA

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This study aims to analyze the influence of Brand Ambassador, Brand Image, and Promotion on purchasing interest in Tokopedia. The research distributed questionnaires to 100 respondents who are followers of Tokopedia at Instagram and have engaged in transactions within the last 6 month. This research employed a purposive sampling method. Data analysis was conducted using descriptive analysis techniques, classical assumption tests, multiple linear regression, and coefficient of determination tests, utilizing version 29 of the Statistical Program for Social Science (SPSS). The research findings indicate that: 1) Brand Ambassador, Brand Image, and Promotion simultaneously influenced purchasing interest in Tokopedia; 2) Brand Ambassador did not exhibit a partial influence toward Purchasing Interest; 3) Brand Image demonstrated a significant influence towards purchasing interest; 4) Promotion demonstrated a significant influence towards purchasing interest. These findings emphasize the importance of Brand Image and Promotion in marketing strategies on e-commerce platforms to encourage consumer purchasing interest.

Keyword: Brand Ambassador, Brand Image, Promotion, Purchasing Interest, Tokopedia.