

ABSTRAK

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Pengaruh Brand Ambassador, Promosi, dan Brand Image Terhadap Keputusan Pembelian Dengan E-commerce Tokopedia dan Tinjauannya Menurut Sudut Pandang Islam

ABSTRAK

Penelitian ini bertujuan untuk Pengaruh Brand Ambassador, Promosi, dan Brand Image Terhadap Keputusan Pembelian Dengan E-commerce Tokopedia. Populasi dalam studi ini adalah pengguna e-commerce Tokopedia. Teknik pengambilan sampel yang digunakan adalah *non probability purposive sampling*. Jumlah responden penelitian ini sebanyak 100 konsumen pengguna Tokopedia. Data dikumpulkan melalui metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu menggunakan analisis Partial Least Square Structural Equation Modelling.

Hasil penelitian menunjukkan bahwa: (1) brand ambassador berpengaruh positif dan tidak signifikan terhadap keputusan pembelian ($p - value > 0,05$) (2) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian ($p - value < 0,05$) (3) brand image berpengaruh positif dan signifikan terhadap keputusan pembelian ($p - value < 0,05$) (4) brand ambassador, promosi, dan brand image dapat dijadikan model karena memiliki kesesuaian (fit) yang besar (GoF 0,556) untuk dijadikan model yang dapat memprediksi (Q^2 0,538) pengaruhnya terhadap loyalitas karyawan,

Dalam pandangan islam, suatu produk yang ditawarkan harus memiliki manfaat bagi konsumen. Hendaklah mengutamakan kejujuran dalam memberikan informasi kepada pelanggan, serta menjaga hubungan dengan baik kepada pelanggan tersebut sehingga mudah terciptanya keputusan untuk membeli produk yang ditawarkan kepada konsumen. Brand ambassador, promosi, brand image dan keputusan pembelian pada e-commerce Tokopedia sudah sesuai dengan syariat islam.

Kata Kunci: Brand Ambassador, Promosi, Brand Image, Keputusan Pembelian, PLS

ABSTRACT

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The Influence of Brand Ambassadors, Promotions, and Brand Image on Purchase Decisions with Tokopedia E-commerce and its Review from an Islamic Perspective.

ABSTRACT

This study aims to determine the effect of Brand Ambassador, Promotion, and Brand Image on Purchase Decisions with Tokopedia E-commerce. The population in this study are Tokopedia e-commerce users. The sampling technique used is non-probability purposive sampling. The number of respondents in this study were 100 consumers using Tokopedia. Data was collected through a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results showed that: (1) brand ambassadors had a positive and insignificant effect on purchasing decisions ($p - value > 0.05$) (2) Promotion had a positive and significant effect on purchasing decisions ($p - value < 0.05$) (3) brand image has a positive and significant effect on purchasing decisions ($p - value < 0.05$) (4) brand ambassadors, promotions, and brand image can be used as models because they have a great fit (GoF 0.556) to be used as predictable models (Q2 0.538) its effect on employee loyalty,

In the view of Islam, a product offered must have benefits for consumers. Priority should be given to honesty in providing information to customers, as well as maintaining good relationships with these customers so that decisions are made to buy products offered to consumers. Brand ambassadors, promotions, brand images and purchasing decisions on Tokopedia e-commerce are in accordance with Islamic law.

Keywords: Brand Ambassador, Promotion, Brand Image, Purchase Decision, PLS