

ABSTRAK

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Peran *Brand Image* Dalam Memediasi Pengaruh *Brand Ambassador* dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Pada *Marketplace* Tokopedia Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pengguna Aplikasi Tokopedia di DKI Jakarta)

131 halaman + xiv halaman, 25 tabel, 9 gambar, dan 5 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menguji peran *brand image* dalam memediasi pengaruh *brand ambassador* dan *electronic word of mouth* terhadap keputusan pembelian. Populasi yang digunakan dalam penelitian ini adalah pengguna aplikasi Tokopedia di DKI Jakarta dengan jumlah sampel sebanyak 150 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling* melalui instrumen penyebaran kuesioner. Metode analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling* (PLS-SEM) melalui program SMARTPLS 3.0. hasil penelitian menunjukkan bahwa: (1) *brand ambassador* berpengaruh positif terhadap *brand image*, (2) *electronic word of mouth* berpengaruh positif terhadap *brand image*, (3) *brand ambassador* berpengaruh positif terhadap keputusan pembelian, (4) *electronic word of mouth* berpengaruh positif terhadap keputusan pembelian, (5) *brand image* berpengaruh positif terhadap keputusan pembelian, (6) *brand image* berpengaruh positif dalam memediasi pengaruh *brand ambassador* terhadap keputusan pembelian, dan (7) *brand image* berpengaruh positif dalam memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian. Menurut pandangan Islam, dalam melakukan transaksi jual beli wajib sesuai dengan prinsip ekonomi Islam yaitu dilakukan dengan cara yang jujur, adil, suka sama suka, amanah serta tidak dilebih-lebihkan apalagi mengandung unsur penipuan, dan tidak pula ada pihak yang dirugikan baik itu penjual maupun pembeli. Dalam melakukan pembelian suatu produk juga harus berpegang teguh terhadap prinsip dasar dalam berkonsumen agar tidak berlebihan pada sesuatu yang tidak bermanfaat nantinya.

Kata Kunci: *Brand Ambassador, Electronic Word of Mouth, Brand Image*, dan Keputusan Pembelian

ABSTRACT

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The Role of Brand Image in Mediating The Influence of Brand Ambassadors and Electronic Word of Mouth on Purchase Decisions on The Tokopedia Marketplace and Viewed From an Islamic Perspective (Case Study on Tokopedia Application Users in DKI Jakarta)

131 pages + xiv pages + 25 tables + 9 pictures + 5 attachments

Abstract Description

This research aims to examine the role of brand image in mediating the influence of brand ambassadors and electronic word of mouth on purchasing decisions. The population used in this study were users of the Tokopedia application in DKI Jakarta with a total sample of 150 respondents. The sampling technique used non-probability sampling method with purposive sampling technique through the instrument of distributing questionnaires. The data analysis method uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method through the SMARTPLS 3.0 program. The results of the study show that: (1) brand ambassadors have a positive effect on brand image, (2) electronic word of mouth has a positive effect on brand image, (3) brand ambassadors have a positive effect on purchasing decisions, (4) electronic word of mouth has a positive effect on purchasing decisions, (5) brand image has a positive effect on purchasing decisions, (6) brand image has a positive effect on mediating the influence of brand ambassadors on purchasing decisions, and (7) brand image has a positive effect on mediating the influence of electronic word of mouth on purchasing decisions. According to the Islamic view, buying transactions must be carried out in accordance with Islamic economic principles, which are carried out in an honest, fair, consensual, trustworthy manner and are not exaggerated or contain elements of fraud, and no party is harmed, both the seller and the buyer. Buying a product must also adhere to the basic principles of consumerism so as not to overdo it on something that is not useful later.

Keywords: *Brand Ambassador, Electronic Word of Mouth, Brand Image, and Purchase Decision*