

ABSTRAK

Penelitian ini berfokus pada penggunaan e-commerce Shopee yang menjadi sarana berbelanja secara online. Tujuan dari penelitian ini untuk mengetahui pengaruh brand ambassador, brand image dan kualitas pelayanan terhadap keputusan pembelian online shop Shopee. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan metode kausal komparatif. Teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner yang diolah menggunakan SPSS versi 22. Analisis data menggunakan regresi linier berganda. Berdasarkan hasil penelitian ini menunjukkan bahwa variabel brand ambassador berpengaruh dan signifikan terhadap keputusan pembelian, variabel brand image berpengaruh dan signifikan terhadap keputusan pembelian, dan variabel kualitas pelayanan berpengaruh dan signifikan terhadap keputusan pembelian. Secara simultan ketiga variabel tersebut berpengaruh dan signifikan terhadap keputusan pembelian. Shopee diharapkan dapat memaksimalkan dalam penggunaannya dan menampilkan brand ambassador yang lebih menarik dalam iklan Shopee. Manajemen Shopee harus membangun hubungan baik kepada konsumen dengan melakukan berbagai penawaran menarik perhatian dan meningkatkan kualitas pelayanan dalam situs berbelanja online.

Kata kunci: Brand Ambassador, Brand Image, Kualitas Pelayanan, Shopee

ABSTRACT

This research focused on the usage of Shopee e-commerce which became an online shop facility. The research aimed to find out the effect of brand ambassador, brand image, and service quality on consumers' buying decisions of Shopee online shop. Moreover, the data collection technique used simple random sampling. In line with that, there were 100 respondents as the sample. Additionally, the instrument in data collection technique used questionnaires which had been analysed using SPSS 22. In addition, the data analysis technique used multiple linear regression. For the research result, it concluded that brand ambassador affected and had a significant effect on consumers' buying decisions. On the other hand, brand image affected and had a significant effect on consumers' buying decisions. Likewise, service quality affected and had a significant effect on consumers' buying decisions. Those variables simultaneously affected and had a significant effect on consumers' buying decisions. In addition, Shopee was expected to maximize its usage and had more interesting brand ambassador in advertisements. The management had to build a good relationship among consumers by having some interesting offers and increase their service quality in online shop sites.

Keyword: *brand ambassador, brand image, service quality, shopee*



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