

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh *sales promotion*, *brand ambassador* dan *brand image* terhadap keputusan pembelian produk di tokopedia. Keputusan pembelian salah tujuan bisnis dari perusahaan yang bisa berdampak pada keberlangsungan operasional perusahaan, keputusan pembelian juga mempengaruhi oleh banyaknya faktor seperti *sales promotion*, *brand ambassador* dan *brand image*.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini yaitu merupakan elemen-elemen populasi tidak mempunyai kesempatan yang sama terpilih menjadi sampel. Penentuan sampel menggunakan penentuan *purposive sampling* dengan responden yang merupakan mahasiswa yang ada Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya yang melakukan transaksi pembelian produk di tokopedia. Metode analisis yang digunakan adalah analisis regresi berganda dengan menggunakan program SPSS versi 25.

Hasil Penelitian menunjukkan bahwa *sales promotion*, *brand ambassador* dan *brand image* memiliki pengaruh yang signifikan terhadap keputusan pembelian, hal ini membuktikan bahwa semakin tinggi nilai *sales promotion*, *brand ambassador* dan *brand image* maka akan semakin besar pula konsumen dalam memutuskan pembelian produk di tokopedia.

Kata Kunci: *Sales Promotion, Brand Ambassador, Brand Image* dan Keputusan Pembelian

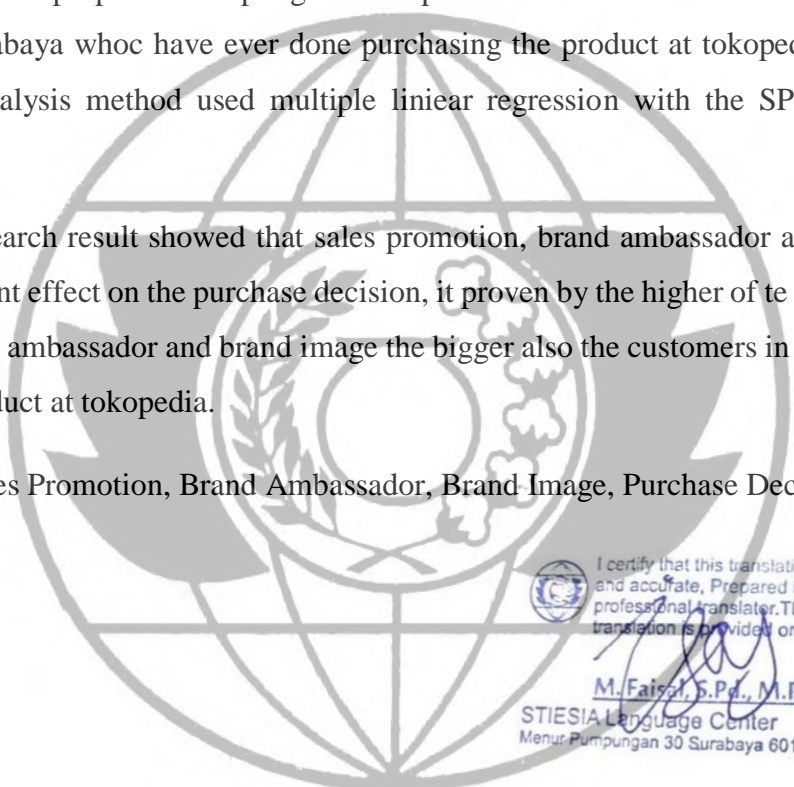
ABSTRACT

This research aimed to analyze and find out the effect of sales promotion, brand ambassador and brand image on the purchase decision of product at tokopedia. Purchase decision is one of the business goal from a company in order to be able to give an impact on the continuity of company's operational, purchase decision also is affected by many factors such as sales promotion, brand ambassador and brand image.

The research was quantitative. Furthermore, the research sample used elements population who did not have any same chance as sample. Moreover, the research sample determination used purposive sampling with respondents of students of school of Economic (STIESIA) Surabaya who have ever done purchasing the product at tokopedia. Meanwhile, the research analysis method used multiple linear regression with the SPSS program 25 version.

The research result showed that sales promotion, brand ambassador and brand image have a significant effect on the purchase decision, it proven by the higher of the sales promotion value, the brand ambassador and brand image the bigger also the customers in taking purchase decision of product at tokopedia.

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



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 2/9/22

M. Faisal, S.Pd., M.Pd
STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia