

ABSTRACT

The Influence of K-Pop Idols as Brand Ambassadors and Promotion on Purchasing Decisions on the Tokopedia Marketplace (Tokopedia Users in Jabodetabek)

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This study was conducted to examine the relationship between K-Pop Idol as Brand Ambassador and Promotion on Purchasing Decisions on the Tokopedia Marketplace with Tokopedia Users in Jabodetabek. The independent variables used are Brand Ambassador and Promotion, while the dependent variable used is Purchasing Decision. This study uses a quantitative approach and the sample technique taken is non probability sampling with purposive sampling. The method used is regression as many as 124 respondents. The data was collected through a questionnaire distributed by google form through social media. The results of this study state that brand ambassadors have a positive but insignificant influence on purchasing decisions. And the promotion variable has a positive and significant influence on Purchasing Decisions on the Tokopedia Marketplace.

Keywords: Brand Ambassador, Promotion, Purchasing Decisions, Tokopedia