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The Influence Of Brand Ambassador On Purchase Decisions At Tokopedia Through Brand Awareness (Case Study on Tokopedia E-commerce Users in Jabodetabek)

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The purpose of this research is to analyze the influence of Brand Ambassadors on purchasing decisions at Tokopedia through brand awareness. This type of research is quantitative in the form of primary data originating from Tokopedia consumers in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek). Data collection used purposive sampling by distributing questionnaires to 110 respondents with the help of Google Form. The data can be obtained through questionnaires and the data analysis technique in this study is structural equation modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 4.0 software. The results of this study indicate that Brand Ambassador has a significant and positive effect on purchasing decisions through Brand Awareness.

Keywords: *Tokopedia, Brand Ambassador, Purchase Decision, Brand Awareness*