

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADORS AND BRAND IMAGE ON CUSTOMER LOYALTY MEDIATED BY PURCHASE DECISIONS ON TOKOPEDIA E-COMMERCE

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This research was conducted to test the variables of brand ambassador, brand image, purchasing decisions, and customer loyalty towards Tokopedia e-commerce customers. In the research process, the quantitative research method is the method used with the research object of Tokopedia e-commerce customers who have carried out transactions more than 3 times. In this study, the exact population is unknown and the researcher drew a sample size of 110 samples. The data was collected through questionnaires and the data analysis technique in this research is structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 3.0 software. Based on the research that has been carried out, the results obtained are that the brand ambassador and brand image variables have an influence on purchasing decisions, the brand ambassador variables and purchasing decisions also have an influence on customer loyalty, the purchasing decision variable is able to become a mediating or intermediary variable for the brand ambassador and brand image variables. on customer loyalty. However, the brand image variable has no effect on the customer loyalty variable.

Keywords: *Tokopedia, Brand Ambassadors, Brand Image, Purchasing Decisions, Customer Loyalty*