

ABSTRACT

THE EFFECT OF BRAND AMBASSADORS, DISCOUNTS, AND ADVERTISEMENTS ON PURCHASING DECISIONS ON THE TOKOPEDIA MARKETPLACE

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This study aims to analyze the effect of promotional activities such as Brand Ambassadors and Advertisements on Purchase Decisions on the Tokopedia Marketplace, This research was of a quantitative type with a simple random sampling technique and the data used in this study was primary data obtained from distributing online questionnaires using a google form, from 160 Tokopedia consumers in Indonesia using multiple linear analysis methods and using SPSS 23 as a tool measuring. The results of this study indicate that the brand ambassador and Advertisements Variables have a positive and significant effect on purchasing decisions. With a t value of $7.244 > 1.975$ and sig $0.000 < 0.05$ on the brand ambassador variable and with a t value of $6.978 > 1.975$ and sig $0.000 < 0.05$ on the advertising variable, this proves that the Brand Ambassador and advertising variables have a positive and significant effect on purchasing decisions on the Tokopedia marketplace. Simultaneously, brand ambassadors and advertisements influence purchasing decisions with a percentage of 48,7%, while the remaining 51,3% are influenced by other variables not included in this study.

Keywords : *Purchasing Decisions, Brand Ambassadors, Advertisements, Marketing, Promotion*