

ABSTRACT

The Influence of Brand Ambassadors, Price Perceptions, Promotion, and Implementation of E-commerce on Purchasing Decisions at Brand Birth Beyond

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This study aims to analyze the influence of brand ambassadors, price perceptions, promotions, and the application of e-commerce on purchasing decisions at the Birth Beyond brand. The research method used is quantitative with data collection through questionnaires distributed via social media. In this study, the population cannot be known with certainty, and using purposive sampling as a sampling method as many as 152 samples. The data was collected through questionnaires and using multiple linear regression data analysis techniques with Structural Equation Modeling (SEM) models based on Partial Least Square (PLS) for validity and reliability tests and regression models for classical assumption tests and hypothesis testing with processing using SmartPLS 4 software. The results of this study indicate that Brand Ambassador, Price Perception, and Promotion have no significant effect on purchasing decisions. Only the application of E-commerce has a significant effect on purchasing decisions.

Keywords: Brand Ambassador, Price Perception, Promotion, E-commerce Implementation, Purchase Decision.