

ABSTRAK

Judul : Menciptakan Minat Beli Konsumen Melalui *Brand Ambassador*, Promosi dan Kualitas Layanan pada *Marketplace* Tokopedia

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Program Studi : S-1 Manajemen

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador* secara parsial terhadap minat beli, mengetahui promosi secara parsial terhadap minat beli, mengetahui kualitas layanan secara parsial terhadap minat beli dan mengetahui *brand ambassador*, promosi dan kualitas layanan secara simultan atau bersama-sama pada *marketplace* tokopedia. Dalam penelitian ini bersifat kausal untuk melihat pengaruh perubahan variabel independen terhadap variabel dependen yaitu minat beli dengan menggunakan survei kepada konsumen marketplace tokopedia. Teknik pengambilan sampel menggunakan metode *Non Probability Sampling* dengan menggunakan teknik *Purposive Sampling*. Pengujian instrumen data menggunakan uji validitas dan reliabilitas, sedangkan metode yang digunakan dalam penelitian ini menggunakan metode teknik analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa secara parsial variabel *brand ambassador* berpengaruh negatif dan tidak berpengaruh signifikan terhadap minat beli pada *marketplace* tokopedia. Secara parsial promosi berpengaruh positif dan signifikan terhadap minat beli pada *marketplace* tokopedia. Secara parsial kualitas layanan berpengaruh positif dan signifikan terhadap minat beli pada *marketplace* tokopedia. Dan secara simultan bersama-sama atau *brand ambassador*, promosi dan kualitas layanan berpengaruh positif dan signifikan terhadap minat beli pada *marketplace* tokopedia. Implikasi penelitian ini menghasilkan kontribusi bagi pengembangan teori mengenai perilaku konsumen dalam minat beli berdasarkan *brand ambassador*, promosi dan kualitas layanan. Serta penelitian ini diharapkan memberikan kontribusi positif kepada perusahaan tokopedia agar menjadi marketplace yang menyenangkan bagi konsumen dengan memperhatikan faktor *brand ambassador*, promosi dan kualitas layanan. Tokopedia harus terus meningkatkan jangkauan dalam *brand ambassador*, melakukan promosi yang menarik dan memberikan kualitas layanan yang terbaik agar minat beli konsumen menjadi meningkat.

Kata Kunci : *Brand Ambassador*, Promosi dan Kualitas Layanan terhadap Minat Beli

ABSTRACT

Title : *Create Buying Interest Through Brand Ambassador, Promotions and Service Quality on the Tokopedia Marketplace*

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This study aims to determine the effect of brand ambassadors partially on purchase interest, to know promotion partially on purchase intention, to determine service quality partially on purchase intention, and to find out brand ambassadors, promotions, and service quality simultaneously or together on the Tokopedia marketplace. In this study, it is causal to see the effect of changes in the independent variable on the dependent variable, namely buying interest by using a survey to consumers of the Tokopedia marketplace. The sampling technique used is the Non Probability Sampling method using a purposive sampling technique. Testing of data instruments used validity and reliability tests, while the method used in this study used multiple linear regression analysis techniques. The results of this study indicate that partially the brand ambassador variable has a negative and insignificant effect on buying interest in the Tokopedia marketplace. Partially promotion has a positive and significant effect on buying interest in the Tokopedia marketplace. Partially service quality has a positive and significant effect on buying interest in the Tokopedia marketplace. And simultaneously or brand ambassadors, promotion, and service quality have a positive and significant effect on buying interest in the Tokopedia marketplace. The implication of this research is to contribute to the development of theories on consumer behavior in buying interest based on brand ambassadors, promotions, and service quality. And this research is expected to make a positive contribution to Tokopedia companies to become a pleasant marketplace for consumers by paying attention to the factors of brand ambassadors, promotions, and service quality. Tokopedia must continue to increase its reach in brand ambassadors, carry out attractive promotions and provide the best quality service so that consumer buying interest increases.

Keywords: brand ambassadors, promotions and services quality on buying interests.