

ABSTRAK

Judul : Pengaruh *Brand Image*, *brand ambassador* dan periklanan terhadap minat beli melalui *e-commerce* BUKALAPAK (*Studi Kasus Pengguna E-Commerce Bukalapak Di Jakarta*)”

Nama : M. Gearly Gabriel Cendraraja

Program Studi : S1 Manajemen

Pengaruh *Brand Image*, *brand ambassador* dan periklanan terhadap minat beli melalui *e-commerce* BUKALAPAK (*Studi Kasus Pengguna E-Commerce Bukalapak Di Jakarta*)”. Responden Dalam Penelitian Ini Adalah Pengguna *E-Commerce* Di Jakarta, Analisis Yang Digunakan Dalam Penelitian Ini Adalah Analisis Regresi Linier Berganda Variabel Independen Penelitian Ini Terdiri Atas Pengaruh *Brand Image*, *Brand Ambassador* Dan Periklanan Dan Variabel Dependen Terdiri Minat Beli. Hasil Penelitian Ini Menunjukkan Bahwa Variabel *brand image*, *brand ambassador* dan periklanan memiliki pengaruh terhadap minat beli melalui *E-Commerce* Bukalapak di Jakarta.

Kata Kunci: The influence of *Brand Image*, *brand ambassadors* and *advertising* on buying interest through BUKALAPAK *e-commerce*

Title : *The influence of Brand Image, brand ambassadors and advertising on buying interest through BUKALAPAK e-commerce (Case Study of Bukalapak E-Commerce Users in Jakarta)*”

Name : M. Gearly Gabriel Candraraja

Study Program : S1 Manajemen

The influence of Brand Image, brand ambassadors and advertising on buying interest through BUKALAPAK e-commerce (Case Study of Bukalapak E-Commerce Users in Jakarta)”. The Respondents In This Research Are *E-Commerce* Users In Jakarta, The Analysis Used In This Research Is Multiple Linear Regression Analysis The Independent Variables Of This Research Consists Of The Influence Of *Brand Image*, *Brand Ambassador* And *Advertising* And The Dependent Variable Consists Of *Purchase Interest*. The results of this study show that *brand image*, *brand ambassador* and *advertising* variables have an influence on buying interest through *Bukalapak E-Commerce* in Jakarta.

Keywords: The influence of *Brand Image*, *brand ambassadors* and *advertising* on buying interest through BUKALAPAK *e-commerce*