

ABSTRAK

Judul : Hubungan Kredibilitas *Brand Ambassador* dan Citra Merek Tokopedia Terhadap Minat Beli Penggemar BTS (ARMY).

Nama : Indah Sukmawathie

Program Studi : Komunikasi Pemasaran

Persaingan antara Tokopedia bersama kompetitornya membuat Tokopedia memperkuat komunikasi pemasaran agar menjadi preferensi marketplace nomor satu di Indonesia dengan menggunakan *brand ambassador* BTS dan Citra Merek. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar hubungan kredibilitas *brand ambassador* dan citra merek pada minat beli Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data melalui metode survey. Populasi penelitian merupakan penggemar BTS (ARMY) dengan menggunakan metode *purposive sampling*, sampel dalam penelitian ini adalah 100 orang penggemar BTS (ARMY), merupakan *followers* akun twitter @indomyfess dan mengetahui Tokopedia. Dari hasil analisis yang telah dilakukan menunjukkan bahwa kredibilitas *brand ambassador* dan citra merek terhadap minat beli memiliki hubungan yang signifikan dan positif yaitu sebesar 0,755 artinya berkorelasi kuat. Hasil penelitian juga menunjukkan bahwa kredibilitas *brand ambassador* dan citra merek memberi kontribusi sebesar 56% terhadap minat beli penggemar BTS(ARMY) dan sisanya dipengaruhi oleh faktor lain diluar kredibiliras *brand ambassador* dan citra merek.

Kata kunci : E-commerce, Kredibilitas Brand Ambassador, Citra Merek, Minat Beli, dan Tokopedia

ABSTRACT

Title : Relationship between Brand Ambassador Credibility and Brand Image on Buying Interest of BTS (ARMY) Fans.

Name : Indah Sukmawathie

Study Program: Marketing Communication

The competition between Tokopedia and its competitors makes Tokopedia strengthen marketing communications to become the number one marketplace preference in Indonesia by using BTS brand ambassadors and Brand Image. The purpose of this study was to determine how big the relationship between brand ambassadors and brand image on Tokopedia's buying interest. This study uses a quantitative approach by collecting data through survey methods. The research population is BTS (ARMY) fans using purposive sampling method, the sample in this study is 100 BTS (ARMY) fans, are followers of the @indomyfess twitter account and know Tokopedia. From the results of the analysis that has been carried out, it shows that the responsibility of the brand ambassador and brand image on buying interest has a significant and positive relationship that is equal to 0.755, which means that it is strongly correlated. The results also show that the responsibility of the brand ambassador and brand image has an effect of 56% on the buying interest of BTS (ARMY) fans and the influence of other parties outside the credibility of the brand ambassador and brand image

Keywords: E-commerce, Brand Ambassador Credibility, Brand Image, Buying Interest, and Tokopedia