

ABSTRACT

Tokopedia is an online mall that allows sellers to open their shops and make sales easily without having to think about renting a shop and paying employee salaries. Prioritizing transaction security, Tokopedia offers a safe, easy and comfortable online buying and selling experience. There was a decrease in Tokopedia visitors from the beginning of the presence of BTS brand ambassadors who occupied famous K-pop and many awards but when Tokopedia collaborated with BTS data Q4 2019 from October to Q2 2020 and the brand image built through marketing communications could also have an impact on interest of Tokopedia's consumers. In this study, there are three variables with independent variables, namely Brand Ambassador (X1), and Brand Image (X2) and the dependent variable Buying Interest (Y) which aims to test whether brand ambassador and brand image affect the purchase interest of Tokopedia users in DKI Jakarta. The method used in this research is quantitative method with descriptive and causal research types. The types of data needed for this research are primary and secondary data. The population in this study were Tokopedia users in DKI Jakarta. Sampling was done by using a non-probability sampling method with a quota sampling type. The sample of this study is 100 respondents in DKI Jakarta who use Tokopedia. The data analysis technique used descriptive analysis and path analysis. The results of the research as a whole show that the variables of brand ambassador, brand image, and purchase interest of Tokopedia users in DKI Jakarta are in a good category. The results of the path analysis also show that brand ambassadors do not have a significant effect on purchase intention and brand image has an effect on purchase intention.

Keywords: brand ambassador, brand image, buying interest