

Brand Ambassador Dalam Digital Marketing E-Commerce: Studi Pengaruh Pemilihan Bintang K-Pop terhadap Brand Awareness, Brand Image dan Keputusan Pembelian Konsumen Milenial Pengguna Aplikasi Belanja Online = Brand Ambassadors in E-Commerce Digital Marketing: Study of the K-Pop Stars Effects on Brand Awareness, Brand Image and Purchasing Decisions on Online Shopping Applications Millennial Users

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920538979&lokasi=lokal>

Abstrak

Berkembangnya industri platform e-commerce di Indonesia diikuti oleh ketatnya persaingan antar platform yang salah satunya terlihat dari pemilihan brand ambassador yang dianggap paling populer di kalangan konsumen. Dalam penelitian ini dengan menggunakan pendekatan kuantitatif, peneliti mencoba untuk mengonfirmasi adanya pengaruh tingkat penilaian bintang K-Pop sebagai brand ambassador terhadap brand awareness, brand image, dan keputusan pembelian konsumen salah satu platform e-commerce yaitu Tokopedia. Penelitian dilakukan dengan membagikan kuesioner secara online kepada Milenial pengguna e-commerce usia 25-40 tahun dengan jumlah 450 responden yang kemudian diolah menggunakan analisis jalur (path analysis). Hasil analisis penelitian ditemukan bahwa adanya pengaruh tingkat penilaian kedua brand ambassador Tokopedia terhadap brand awareness dan brand image Tokopedia. Tingkat penilaian brand ambassador dan brand awareness namun ditemukan tidak cukup memengaruhi keputusan pembelian. Namun begitu ditemukan pengaruh brand image terhadap keputusan pembelian konsumen pengguna platform e-commerce Tokopedia.

.....The e-commerce platform industry development in Indonesia was followed by intense competition between platforms, which can be seen from the selection of brand ambassadors who are considered the most popular among consumers. By using a quantitative research approach, this study tried to confirm the influence of the K-Pop stars as brand ambassadors' evaluations on Tokopedia brand awareness, brand image, and consumer purchasing decisions as one of the e-commerce platforms. The research was conducted by distributing online questionnaires to millennial e-commerce users aged 25- 40 years with a total of 450 respondents which were then processed using path analysis. The results of this research analysis found that there was an influence between the evaluation level of two Tokopedia brand ambassadors on Tokopedia's brand awareness and brand image. The assessment of brand ambassadors and brand awareness, however, was found to be insufficient to influence purchasing decisions. However, it was found that the brand image of Tokoedia significantly influences purchasing decisions of Tokopedia users.