ABSTRACT

Developments in various sector especially business sector make online business to be chosen by companies. These developments make companies involved in high competition. In order to win the competition, companies must make customer to be unhesitate in making purchase decision towards the goods that are sold. Related to these conditions, this study aims to analyze the effect of Brand Image, Price Perception, and Implementation of Brand Ambassador on Purchase Decision Making at e-commerce Tokopedia.

The population used in this study are consumer of e-commerce Tokopedia in Tegal. In this study, the data collection method was carried out through a questionnaire from a sample of 150 respondents with non-probability sampling and purposive sampling techniques. The data were processed and analyzed using multiple linear regression analysis with SPSS (Statistical Package for Social Science) version 22 program.

The results of this study showed that Brand Image has a positive and significant effect on Purchase Decision Making. Price Perception has a positive and significant effect on Purchase Decision Making. Implementation of Brand Ambassador has a positive and significant effect on Purchase Decision Making.

Keywords : Brand Image, Price Perception, Implementation of Brand Ambassador, Purchase Decision Making.

SEMARANG
FEB UNDIP