ABSTRACT

This study aims to examine the effect of the use of Brand Ambassadors on Tokopedia's Brand Image and Purchase Intention of Tokopedia application users, as well as develop a conceptual model of how to increase Purchase Intention using the Tokopedia application through the mediating role of Brand Image. This study uses a closed questionnaire data collection method which is distributed online.

Data collection in this study involved 110 respondents who were used as samples selected by purposive sampling method with the criteria of respondents being at least 17 years old, domiciled in the city of Semarang, and are users of the Tokopedia application. The data obtained were then analyzed quantitatively and structurally using Structural Equation Modeling (SEM) using a tool in the form of the Analysis Moment of Structural (AMOS) version 21 program.

Based on the results of this study, it was found that Brand Ambassadors had a positive influence on Brand Image, in line with this it was also found that Brand Image had a positive influence on Purchase Intention, furthermore it was proven in this study that Brand Ambassadors had a positive influence on Purchase Intention, and the last one was found that Brand Image hasn't a mediating role between Brand Ambassadors and Purchase Intentions.

Keywords: Brand Ambassador, Brand Image, Purchase Intention.

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