

ABSTRACT

The rapid development of the internet has changed the pattern of life and human behavior, especially in terms of shopping. The ease of accessing the internet makes consumers change the habits of people who originally shopped at conventional stores to shop at online stores or commonly known as e-commerce. As for e-commerce in Indonesia, it is competing to attract celebrities from South Korea as their brand ambassadors, including Tokopedia. The existence of brand ambassadors is expected to be able to build a good brand image of the product itself and the company. In addition, another important thing that must be considered is the quality of service. Therefore, this study aims to determine the influence of brand ambassadors, brand image and service quality on consumer purchasing decisions on Tokopedia e-commerce.

The population in this study is Tokopedia e-commerce users in Semarang City and have made purchases on Tokopedia at least once. The samples used in this study amounted to 121 respondents collected through the purposive sampling method and processed using SPSS 25 and AMOS 21.

The results of the research conducted show that brand ambassadors have a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and service quality has a positive and significant effect on purchasing decisions.

Keywords : *Brand Ambassador, Brand Image, Service Quality, and Purchase Decision.*