

The Effect of Brand Image, Korean Wave, and Brand Ambassador on the Purchase Decision of Product in E-Commerce Tokopedia (Case Study of Z Generation in D.K.I Jakarta)

By Marilyn Xaverina Silalahi

Abstract

This study is a quantitative, to determine the effect of brand image, Korean wave, and brand ambassador on purchasing decisions. Using 100 respondents Generation Z as objects were Tokopedia users who were active in D.K.I. Jakarta. This research uses PLS (Partial Least Square) analysis technique with SmartPLS 0.3 software. The results of this study are: (1) Brand Image variable has a significant positive effect on purchasing decisions (2) Korean Wave variable has a significant positive effect on purchasing decisions (3) Brand Ambassador variable has a significant positive effect on purchasing decisions. From the results obtained, Tokopedia is expected to continue to innovate both with the help of the Korean wave phenomenon in maintaining their brand image with the help of brand ambassadors who work with them in attracting consumer purchasing decisions at Tokopedia.

Keywords : *brand image, Korean wave, brand ambassador, purchase decisions, Tokopedia*

**PENGARUH BRAND IMAGE, KOREAN WAVE, DAN BRAND
AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN DI
TOKOPEDIA**

(Studi kasus : Generasi Z pengguna Tokopedia di D.K.I. Jakarta)

Oleh Marylin Xaverina Silalahi

Abstrak

Penelitian ini adalah penelitian kuantitatif, bertujuan untuk mengetahui pengaruh dari brand image, Korean wave, dan brand ambassador terhadap keputusan pembelian. Menggunakan objek generasi Z berjumlah 100 responden pengguna Tokopedia yang beraktifitas di D.K.I. Jakarta. Penelitian ini memakai teknik analisis PLS (Partial Least Square) dengan software SmartPLS 0.3. Hasil penelitian ini yaitu: (1) Variabel Brand Image berpengaruh positif signifikan terhadap keputusan pembelian (2) Variabel Korean Wave berpengaruh positif signifikan terhadap keputusan pembelian (3) Variabel Brand Ambassador berpengaruh positif signifikan terhadap keputusan pembelian. Tokopedia diharapkan dapat terus melakukan inovasi dari fenomena Korean wave dalam mempertahankan brand image mereka dengan bantuan brand ambassador yang membuat keputusan pembelian konsumen di Tokopedia.

Kata Kunci: Brand Image, Korean Wave, Brand Ambassador, Keputusan Pembelian, Tokopedia