

**PENGARUH *BRAND AMBASSADOR* DAN *DISPLAY ADS* TERHADAP
PURCHASE DECISION PADA MARKETPLACE BLIBLI.COM
(Studi Kasus Pada Mahasiswa STIE EKUITAS Bandung)**

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ABSTRAK

Pada era modern ini internet sudah menjadi elemen penting dalam kegiatan masyarakat. Perkembangan industri *e-commerce* di Indonesia semakin meningkat, hal tersebut dapat diamati dengan banyaknya pelaku bisnis yang memanfaatkan peluang untuk menjadi penyedia jasa *e-commerce*. Tujuan penelitian ini untuk mengetahui pengaruh *brand ambassador* dan *display ads* terhadap *Purchase Decision* pada *Marketplace* Blibli.com. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Sampel dalam penelitian ini sebanyak 100 responden yaitu Mahasiswa/I STIE EKUITAS Bandung periode 2022/2023. Teknik analisis yang digunakan yaitu analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, koefisien determinasi, uji hipotesis F dan uji hipotesis t. Berdasarkan hasil penelitian menjelaskan bahwa *Brand Ambassador* blibli.com yaitu NCT127 dinilai cukup baik. Kemudian, *Display Ads* blibli.com dinilai cukup baik dan Keputusan pembelian pada blibli.com dinilai cukup baik. Hasil uji hipotesis menjelaskan bahwa *Brand Ambassador* berpengaruh signifikan terhadap Keputusan Pembelian, *Display ads* berpengaruh signifikan terhadap Keputusan Pembelian. Kemudian, *Brand Ambassador* dan *Display Ads* berpengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci: *Brand Ambassador, Display Ads, Purchase Decision*

***THE EFFECT OF BRAND AMBASSADOR AND DISPLAY ADS ON
PURCHASE DECISION AT THE BLIBLI.COM MARKETPLACE
(Case Study on STIE EKUITAS Bandung Students)***

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ABSTRACT

In this modern era, the internet has become an important element in community activities. The development of the e-commerce industry in Indonesia is increasing, this can be observed by the many business people taking advantage of opportunities to become e-commerce service providers. The purpose of this study was to determine the effect of brand ambassadors and display ads on Purchase Decisions on the Blibli.com Marketplace. The research method used is descriptive and verification methods. The sample in this study was 100 respondents, namely Students/I of STIE EKUITAS Bandung for the 2022/2023 period. The analysis technique used is descriptive analysis, classical assumption test, multiple linear regression analysis, coefficient of determination, hypothesis F test and hypothesis t test. Based on the results of the study, it was explained that the Blibli.com Brand Ambassador, namely NCT127, was considered quite good. Then, blibli.com's Display Ads were considered quite good and the purchase decision on blibli.com was considered quite good. The results of the hypothesis test explain that Brand Ambassador has a significant effect on Purchasing Decisions, Display ads have a significant effect on Purchase Decisions. Then, Brand Ambassadors and Display Ads have a significant effect on Purchase Decisions.

Keywords: Brand Ambassador, Display Ads, Purchase Decision