

## **ABSTRAK**

Penelitian ini untuk mengetahui pengaruh *Brand Ambassador*, *Web Design*, dan *Customer Trust* terhadap Keputusan Pembelian di Elevania. Responden pada penelitian ini adalah Mahasiswa Aktif Manajemen S1 Fakultas Ekonomi dan Bisnis Universitas Mercu Buana. Penelitian ini dilakukan terhadap 306 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa secara uji t *Web Design* dan *Customer Trust* berpengaruh signifikan terhadap Keputusan Pembelian disitus Elevania.co.id, dan *Brand Ambassador* tidak berpengaruh signifikan terhadap Keputusan Pembelian disitus Elevania.co.id

Kata Kunci : *Brand Ambassador*, *Web Design*, *Customer Trust*, Keputusan Pembelian



## **ABSTRACT**

*The purposes of this research are to understand the impact og Brand Ambassador, Web Design, and Customer Trust towards the Buying Decision in Elevania. Respondent of the research are active students of Management in Mercu Buana Univeristy. This research is being done by giving questionnaires to 306 respondents by using quantitative approach. Data analysis tool of this research is using SEM/PLS. The results of the research show that t-test has shown that Web Design and Customer Trust was indeed having a significant impact toward the Buying Decision in Elevania site and the other way around, Brand Ambassador was not give a significant impact toward the Decision Buying in Elevania site.*

*Keywords:*Brand Ambassador, Web Design, Customer Trust, Buying Decision

