

## Abstrak

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Ambassador*, Citra Merek, Kualitas Produk dan Promosi terhadap Keputusan Belanja Online Pada Marketplace Tokopedia Populasi dalam penelitian ini adalah pengguna Tokopedia yang berada dalam lingkup perusahaan Dexa medica Group Cabang Tangerang. Teknik pengambilan sampel menggunakan sampel *convenience sampling* sehingga sampel yang digunakan sebanyak 160. Metode analisis dilakukan melalui *Partial Least Square* versi 3.0 PLS. Hasil penelitian menunjukkan bahwa *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.



UNIVERSITAS  
MERCU BUANA

## **Abstract**

This study aims to analyze the influence of Brand Ambassador, Brand Image, Product Quality and Promotion on Online Shopping Decisions at the Tokopedia Marketplace. The population in this study are Tokopedia users who are within the scope of the Dexa Medica Group company, Tangerang Branch. The sampling technique used convenience sampling so that the sample used was 160. The method of analysis was carried out through Partial Least Square version 3.0 PLS. The results of the study show that brand ambassadors have a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions.

