

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan (X1), *brand ambassador* (X2), dan gaya hidup (X3) terhadap keputusan pembelian (Y) konsumen gen Z melalui *e-commerce* Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif dengan pendekatan *Non Probability Sampling* dan Teknik pengambilan sampel *purposive sampling*. Sampel yang digunakan pada Penelitian ini adalah mahasiswa Manajemen S1 Universitas Mercu Buana dan Mendapatkan sampel sebanyak 120 responden yang diuji dengan menggunakan *Smart - Partial Least Square* (PLS) versi 3.0. Hasil Penelitian menunjukkan bahwa Kepercayaan dan Gaya Hidup berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Sedangkan Brand Ambassador tidak berpengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci : Kepercayaan, *Brand Ambassador*, Gaya Hidup, Keputusan Pembelian



ABSTRACT

This study aims to determine the effect of trust (X1), brand ambassador (X2), and lifestyle (X3) on purchasing decisions (Y) of gen Z consumers through Tokopedia e-commerce. This study used a quantitative approach with the Non Probability Sampling approach and purposive sampling technique. The sample used in this study were undergraduate management students at Mercu Buana University and obtained a sample of 120 respondents who were tested using Smart - Partial Least Square (PLS) 3.0. It was found that beliefs and lifestyle have a positive and significant effect on purchasing decisions. Meanwhile, Brand Ambassador has no significant effect on Purchase Decision.

Keyword : Trust, Brand Ambassador, Lifestyle, Purchase Decision

