

ABSTRACT

This research aims to determine whether there is an effect of the BTS Brand Ambassador variable (X1), Brand Image (X2), Service Quality (X3) on Purchase Decision (Y). Using a population of active Tokopedia users in the city of Surabaya of 2,971,300 people and taking a sample of 102 with the criteria of having transacted at Tokopedia at least once. Based on the results of the reseacrh, partially Brand Ambassador BTS (X1) has no significant effect on Purchase Decisions (Y). Brand Image (X2) partially affects the Purchase Decision (Y). Service Quality (X3) partially affects Purchase Decisions on users Simultaneously, Brand Ambassador BTS (X1), Brand Image (X2), and Service Quality (X3) together have a significant influence on Purchase Decisions on Tokopedia Marketplace users at City of Surabaya.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh variabel *Brand Ambassador* BTS (X_1), *Brand Image* (X_2), *Service Quality* (X_3) Terhadap Keputusan Pembelian (Y). Menggunakan populasi pengguna aktif Tokopedia di Kota Surabaya sebesar 2.971.300 jiwa dan mengambil sampel sebanyak 102 dengan kriteria pernah bertransaksi di Tokopedia minimal satu kali. Berdasarkan hasil penelitian menunjukkan secara parsial *Brand Ambassador* BTS (X_1) tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y). *Brand Image* (X_2) secara parsial berpengaruh terhadap Keputusan Pembelian (Y). *Service Quality* (X_3) secara parsial berpengaruh terhadap Keputusan Pembelian pada pengguna *Secara simultan*, *Brand Ambassador* BTS (X_1), *Brand Image* (X_2), dan *Service Quality* (X_3) secara bersama-sama terdapat pengaruh signifikan terhadap Keputusan Pembelian pada pengguna *Marketplace* Tokopedia di Kota Surabaya.