

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan membuktikan pengaruh dari *Brand Ambassador*, *Brand Trust* dan *Brand Image* terhadap minat beli pada aplikasi Tokopedia. Populasi yang digunakan pada penelitian ini terdiri dari Mahasiswa aktif program studi Manajemen Universitas PGRI Adi Buana Surabaya. Teknik pengambilan sampel menggunakan *Accidental Sampling* sebanyak 170 responden. Hasil analisis data dapat disimpulkan bahwa *Brand Ambassador* terhadap minat beli memiliki thitung sebesar 4,177 dengan nilai signifikan 0,000 ( $0,000 < 0,05$ ). *Brand Trust* terhadap minat beli memiliki thitung sebesar 2,069 dengan nilai signifikan 0,040 ( $0,040 < 0,05$ ). *Brand Image* terhadap minat beli memiliki thitung sebesar 0,784 dengan nilai signifikan 0,434 ( $0,434 > 0,05$ ). Sehingga dapat ditarik kesimpulan bahwa *Brand Ambassador* dan *Brand Trust* berpengaruh terhadap minat beli secara parsial, sedangkan *Brand image* tidak berpengaruh terhadap minat beli.

Kata kunci: *Brand Ambassador*, *Brand Trust*, *Brand Image* dan Minat Beli

## ABSTRACT

*This research aim to analyse and prove the influence of brand ambassador, brand trust and brand image to buying trust on Tokopedia application. Population used in this research consist of active colledge student management of PGRI Adi Buana Surabaya Univercity. The research use accidental sampling of 170 respondece. From the analyse data research can concluded that brand ambassador to buying interest hav tcount amount 4,177 with significant value 0,000 ( $0,000 < 0,05$ ). Brand trust to buying interest have tcount amount 2,069 with significant value 0,040 ( $0,040 < 0,05$ ). Brand image to buying interest have tcount amount 0,784 with significant value 0,434 ( $0,434 > 0,05$ ). The conclusion is brand ambassador and brand trust influence buying interest in partial meanwhile brand image doesn't influence buying interest. At F-test dihasilkan fcount amount of 10,983 with significant value 0,000 ( $0,000 < 0,05$ ) so brand ambassador, brand trust and brand image in simultan influence buying interest the colledge student management at PGRI Adi Buana Surabaya Univercity on Tokopedia application.*

*Keyword: Brand Ambassador, Brand Trust, Brand Image and Buying Interest*