

ABSTRAK

Penelitian ini dilatar belakangi dengan maraknya E-commerce, dimana para masyarakat sangat mengenal dengan adanya Shopee. Shopee sangat terkenal dengan banyaknya fitur promosi dan juga Brand Ambassador dari berbagai macam negara. Tujuan penelitian ini adalah untuk mengetahui atau mengkaji teori Brand Ambassador, Promosi dan Minat beli. untuk mengetahui adanya pengaruh parsial dan mengetahui adanya pengaruh simultan antara variabel independen dengan variabel dependen. Metode penelitian menggunakan analisis regresi linier berganda dengan jenis penelitian kuantitatif dengan pendekatan deskriptif. Populasi dalam penelitian ini yaitu Mahasiswa Manajemen Universitas Buana Perjuangan Karawang Angkatan 2018, peneliti mengumpulkan sebanyak 100 responden untuk dijadikan sebagai sampel. Hasil penelitian ini menunjukkan Brand Ambassador berpengaruh signifikan secara parsial terhadap Minat Beli, variabel Promosi berpengaruh signifikan secara parsial terhadap Minat Beli. Sedangkan dengan uji F (Simultan) dapat disimpulkan bahwa Brand Ambassador dan Promosi berpengaruh signifikan secara simultan terhadap Minat Beli. dijelaskan juga pada Koefisien Determinasi bahwa besarnya pengaruh variabel Brand Ambassador dan Promosi terhadap Minat Beli sebesar 61,4%.

Kata kunci: *Brand Ambassador*, Promosi, Minat Beli

ABSTRACT

This research is motivated by the rise of E-commerce, where people are very familiar with the existence of Shopee. Shopee is very famous for its many promotional features and also Brand Ambassadors from various countries. The purpose of this study is to determine or examine the theory of Brand Ambassador, Promotion and Purchase Interest. To determine the partial effect and determine the simultaneous relationship between the independent variable and the dependent variable. The research method uses multiple linear regression analysis with the type of quantitative research with a descriptive approach. The population in this study was the 2018 Buana Perjuangan University Management Students, the researchers collected as many as 100 respondents to serve as samples. The results of this study indicate that Brand Ambassador has a partially significant effect on Buying Interest, Promotional variables have a partially significant effect on Buying Interest. Meanwhile, with the F (simultaneous) test, it can be concluded that Brand Ambassador and Promotion simultaneously have a significant effect on Purchase Interest. It is also explained in the Coefficient of Determination that the magnitude of the influence of the Brand Ambassador and Promotion variables on Buying Interest is 61,4%.

Keywords: Brand Ambassador, Promotion, Buying Interest