

ABSTRACT

This study was conducted to determine the effect of Brand Ambassador BTS (Bangtan Seonyeondan) on Tokopedia Consumer Purchase Interest in Bandung City. The purpose of this research is to find out and analyze how Tokopedia consumers respond to BTS as Tokopedia's Brand Ambassadors, how they respond to Tokopedia consumers' buying interest in Bandung, the magnitude of the influence of BTS as Brand Ambassadors on Tokopedia's Consumer Buying Interests in Bandu City.

This research uses a quantitative method with descriptive-correlation research type. Sampling was done by non-probability sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of the partial hypothesis test (t-test) it was found that the BTS variable as Tokopedia's Brand Ambassador had a significant negative effect on Tokopedia's Consumer Buying Interest in the City of Bandung. This is evidenced by the value of t-count $(-6.609) < t\text{-table } (-1.984)$ and a significance level of $0.000 < 0.05$. Based on the results of the coefficient of determination, it was found that the influence of the BTS variable as a Tokopedia Brand Ambassador (X) on Purchase Interest (Y) was 30.8%.

The conclusion of this study, the influence of BTS as Tokopedia's Brand Ambassador is in a bad category and has a significant negative effect on the Buying Interest of Tokopedia consumers in the city of Bandung.

Key Word : Brand Ambassador, Consumen Behaviour, Purchase Intention.