

ABSTRACT

This study aims to find out how much influence a brand ambassador has on the brand image and purchasing decisions in Tiket.com the purpose of this study is to find out and analyze how a Rafii Ahmad as a brand ambassador can Tiket.com impact the brand image and influence the purchasing decisions of consumers. This study uses quantitative motode with a type of research descriptive-analysis SEM. Sampling was conducte using non-probability sampling methods, with a response of 400 people

Based on the results of testing the brand ambassador hypothesis has a significant effect on brand image, it is evidenced by the value of $T_{hitung} > T_{tabel}$ ($27,092 > 1.96$) and a significant value of $0.000 < 0.5$. As well as the path coefficients value of 0.777 indicates that the direction of the relationship between the brand ambassador (X) and brand image (Y1) is positive.

Then the brand ambassador has a significant effect on the purchase decision, this is evidenced by the value of $T_{hitung} > T_{tabel}$ ($4,438 > 1.96$) and a significant value of $0.000 < 0.5$. The path coefficients of 0.777 indicate that the direction of the relationship between the brand ambassador (X) and the purchase decision of 0.459 (Y2) is positive.

The conclusion of this study, with Raffi Ahmad as a brand ambassador in Tiket.com has a significant influence on the brand image of the brand and has a significant influence on purchasing decisions, this proves that the face of the brand is in accordance with what consumers want to encourage and improve consumer purchasing decisions.

Keywords: E-commerce, Brand Ambassador, Brand Image, Purchase Decision