

ABSTRACT

More than 200 million Indonesians have internet access through their smartphones. A more significant number of internet users means a more considerable market potential for businesses, especially those related to technology and digitization, such as Tokopedia. Tokopedia is the largest e-commerce in Indonesia founded by Indonesians. This study aims to the influence of Blackpink as brand ambassador of Tokopedia towards brand switching. The independent variable of this research is brand ambassador with visibility, credibility, attraction, and power as research dimensions. After that, brand switching is the dependent variable with the dimensions of Perceived Quality, Attractiveness of the Product, Variety of Features, and Commitment. This research uses quantitative and descriptive methods. The sampling technique in this study used probability sampling type simple random sampling. The analysis techniques used in this study are Normality Test, Heteroscedasticity Test, Coefficient Correlation Test, Determination Coefficient Test, Simple Linear Regression, and Hypothesis Testing using T-Test. Based on the results of the study, there is a positive influence of the Blackpink Brand Ambassador on Tokopedia brand switching, namely 31.8%. The remaining 68.2% is influenced by other variables not discussed in this study.

Keywords: Brand Ambassador, Brand Switching, Tokopedia