ABSTRACT

Indonesia is currently the largest e-commerce market in Southeast Asia, contributing up to 50 percent of all transactions in the region. One of the big actors in the Indonesian e-commerce sector is Tokopedia with an average of 132 million web visitors per month in the first quarter of 2021. Even so, this move has not made Tokopedia the number one shopping application in Indonesia. It is proven that Tokopedia is ranked 4th on the Top Shopping Apps Ranking in terms of active users and application downloads. This condition is allegedly related to Tokopedia's decision to bring in a brand ambassador as the face of the company. Tokopedia cooperates with Blackpink as the brand ambassador of their company.

This study focuses on analyzing the influence of Blackpink's attractiveness and credibility as a Tokopedia brand ambassador and how to determine the purchase intention and withdrawal of Tokopedia ads.

The research method used is quantitative method with descriptive and causal research objectives, research strategy with survey method, individual unit of analysis, researcher involvement without data intervention, and cross sectional data collection method. The population in this study are people who have used and who have Tokopedia e-commerce accounts, especially in people in West Java. The sampling technique uses the Bernoulli formula so that the number of samples is 385 samples. The data analysis technique is a descriptive analysis technique through the Structural Equation Modeling (SEM) Partial Least Square (PLS) analysis tool. For data analysis using the smartPLS application version 3.3.9.

The findings in the study show that there is a positive and significant influence on the attractiveness of celebrity endorsers on ad recall by consumers, attractiveness of celebrity endorsers on purchase intentions of consumers, credibility of celebrity endorsers on ad recall by consumers, credibility of celebrity endorsers on purchase intentions of consumers.

Thus, it is recommended for Tokopedia to prioritize Ad recall because it has a large influence on purchase intention of Tokopedia consumers. In addition, it is recommended for further researchers to use research samples, namely people who have used the Tokopedia shopping application.

Keywords: Purchase Intention, Brand ambassador, Tokopedia, Partial Least Square (PLS), Attractiveness, Credibility, Ad Recall