

ABSTRACT

The purpose of this study was to study the factors that influence the decision to purchase Amado brand dietary supplements online. The sample group used in this study were 70 consumers who bought the Amado brand of dietary supplements online by simple random sampling. The research tool is a questionnaire. The statistics used in this study are descriptive statistics, statistical percentage, average, and Hypothesis Testing using Simultaneous Significance Test (F Test) and Partial Signification Test (T Test). The results of the study found that to generate sales and build the Amado brand, namely: First, build trust from sincerity. Second, customer Amado is the center of product and service development. Third, always adapt the strategy to the trend. And Amado's strategy and market leader goals are driven by three main strategies: First, brand Promise sets out the promise of "We Live For Your Health" to make Amado the number one brand in the hearts of consumers. Second, quality products Amado develops products to meet market demands with an R&D (Research & Development) team. Third, real-time strategic platform for rich and powerful sales channels that respond in real time. Look for effective sales channels. reach potential consumers.

The results of hypothesis testing are as follows: First, product quality has a positive effect on Amado's purchase intention. This means that the higher the quality of the product, the higher the purchase intention of Amado. Second, product price has a negative effect on Amado's purchase intention. This means that the higher the price of the product, the lower the purchase intention of Amado. Third, the distribution channel has a positive effect on Amado's purchase intention. This means that the higher the distribution channel, the higher the Amado purchase intention. Fourth, the marketing promotion was rejected because it was not significant. The results of the study simultaneously found that it had an effect on purchasing decisions with Amado branded online.

Keywords : *Online purchase, Purchase decision, Amado*