

ABSTRACT

Current technological advances make things easier to do. One of the fastest growing marketing technologies today is e-commerce. The development of digital marketing in Indonesia has resulted in many e-commerce platforms competing with each other. This is of course the task of e-commerce to convince customers to make purchasing decisions for their services.

Related to this, the purpose of this study was to analyze the effect of Brand Ambassador, Brand Awareness, and Advertising on purchasing decisions with Brand Image as a mediating variable for Tokopedia users in Semarang City.

The population in this study were Tokopedia users in Semarang who had made purchases. The research sample used was 120 respondents and the sample was taken using the purposive sampling method and then the data will be processed using the SEM (Structural Equation Model) technique using the AMOS 22 program.

The results of the study show that Brand Ambassador, Brand Awareness, and Advertising have a positive and significant effect on Brand image, and then Brand image has a positive and significant effect on purchasing decisions.

Keywords: Brand Ambassador, Brand Awareness, Advertising, Brand Image, and Purchase Decision.