

ABSTRACT

Supported by the development of smartphones and various social media available, people today use the internet and social media in their daily lives. In addition to having the function of information, entertainment, socialization, and self-actualization, social media is also used for business purposes such as commercial facilities. The existence of this gap for business purposes is what companies take advantage of. One company that utilizes internet technology and social media in running its business is Gojek. To attract consumer interest, Gojek carries out various promotions, one of which is by using Brand Ambassadors. Brand Ambassadors are often chosen from celebrities or artists who are considered to be able to represent the product. However, Gojek presents the Gocampus Ambassador program which invites Indonesian students to become brand ambassadors. Therefore, the author is interested in examining the influence of students as brand ambassadors on the interest of Diponegoro University students in using Gojek.

This study uses a purposive sampling technique in the data collection process by distributing questionnaires. A total of 125 respondent data were successfully collected to be processed using multiple regression analysis methods, validity and reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, model feasibility tests, and hypothesis tests.

The results of this study indicate that (1) the brand ambassador variable has a negative and insignificant effect on consumer purchasing interest, (2) the digital marketing variable has a positive and significant effect on consumer purchasing interest, (3) the online marketing benefit variable has a positive and significant effect on consumer purchasing interest, (4) the brand ambassador, digital marketing, and online marketing benefit variables together have a positive and significant effect on consumer purchasing interest, and (5) the consumer purchasing interest variable has a positive and significant effect on consumer usage decisions.

Keywords: Brand Ambassador, Gojek, Digital Marketing, Online Marketing Benefits, Consumer Purchasing Interest