

ABSTRACT

The transportation sector has undergone various phases of development, from conventional or traditional systems to services that are now accessible through mobile and digital platforms. Digital innovation has led to the emergence of online-based transportation services that offer ease of access, time efficiency, and a higher level of accessibility for the wider community. Gojek, as one of the major players in Indonesia's online transportation ecosystem, provides a variety of integrated application-based services such as mobility, food delivery, and other digital utilities. Amid the intensifying competition in this industry, along with the growing adoption of online services, the implementation of strategic marketing strategies has become essential for companies to attract consumers and maintain their loyalty so that they are willing to make repeat purchases, thereby increasing sales volume.

This study examines the influence of brand ambassadors and price discounts on the purchasing decisions of users of Gojek's online transportation services, with purchase intention acting as an intervening variable. This study is based on inconsistencies in previous research regarding the impact of brand ambassadors on purchase intention, where some studies show a significant positive effect while others report different findings. In addition, research on price discounts within the context of online transportation services remains relatively limited.

This finding consistently produced positive and significant findings across several of the variables examined. However, one relationship between variables was found to be negative and not statistically significant. This result provides an opportunity for future research to further investigate the underlying factors. Moreover, the findings of this study are expected to support the development of more effective marketing strategies for companies in the online transportation service industry, while also enhancing the understanding of factors that influence consumer purchasing decisions.

Keywords: *Brand Ambassador, Price Discount, Purchase Intention, Purchase Decision, Online Transportation Services.*