

ANALYSIS OF THE UTILIZATION OF BRAND AMBASSADORS AND DIGITAL MARKETING ON CONSUMER PURCHASE DECISIONS IN PRODUCT PURCHASING EFFORTS ON TIKTOK

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Abstrak

The rapid growth of social media, particularly TikTok, has transformed digital marketing strategies and consumer purchasing behavior. This study aims to analyze the influence of brand ambassador utilization and digital marketing on consumer purchase decisions on the TikTok Shop platform. The theoretical framework is based on the concepts of brand ambassadors, digital marketing, and consumer purchase decisions from the perspectives of digital marketing and consumer behavior. This research employs a quantitative approach using a survey method. Data were collected through an online questionnaire using a Likert scale, involving 106 active TikTok users who had made purchases through TikTok Shop. The data analysis techniques included validity and reliability testing, classical assumption tests, and multiple linear regression analysis using SPSS software. The results indicate that brand ambassadors and digital marketing have a positive and significant effect on consumer purchase decisions, both partially and simultaneously. Digital marketing demonstrates a more dominant influence compared to brand ambassadors. The coefficient of determination shows that a substantial proportion of the variation in purchase decisions can be explained by these two variables. This study concludes that the effective integration of brand ambassador strategies and digital marketing plays a crucial role in enhancing marketing effectiveness and encouraging consumer purchase decisions on TikTok Shop.

Keywords: Brand Ambassador, Digital Marketing, Purchase Decision, TikTok Shop, Social Media

ANALISIS PEMANFATAAN BRAND AMBASSADOR DAN DIGITAL MARKETING TERHADAP KEPUTUSAN KONSUMEN DALAM UPAYA PEMBELIAN PRODUK DI TIKTOK

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Abstrak

Perkembangan media sosial, khususnya TikTok, telah mengubah strategi pemasaran digital dan perilaku konsumen dalam mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh pemanfaatan *brand ambassador* dan *digital marketing* terhadap keputusan pembelian konsumen pada platform TikTok Shop. Landasan teori yang digunakan mencakup konsep *brand ambassador*, *digital marketing*, dan keputusan pembelian konsumen yang dikaji dari perspektif pemasaran digital dan perilaku konsumen. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Pengumpulan data dilakukan melalui kuesioner daring menggunakan skala Likert terhadap 106 responden pengguna aktif TikTok yang pernah melakukan pembelian di TikTok Shop. Teknik analisis data meliputi uji validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa *brand ambassador* dan *digital marketing* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Variabel *digital marketing* memiliki pengaruh yang lebih dominan dibandingkan *brand ambassador*. Koefisien determinasi menunjukkan bahwa sebagian besar variasi keputusan pembelian dapat dijelaskan oleh kedua variabel tersebut. Penelitian ini menyimpulkan bahwa integrasi strategi *brand ambassador* dan *digital marketing* yang tepat mampu meningkatkan efektivitas pemasaran serta mendorong keputusan pembelian konsumen di TikTok Shop.

Kata kunci: Brand Ambassador, Digital Marketing, Keputusan Pembelian, TikTok Shop, Media Sosial