

The Influence of Brand Ambassadors, Taglines and Online Customer Ratings on Gen Z's Buying Interest in Tokopedia E Commerce (Study on Darul 'Ulum Lamongan Islamic University Students)

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ABSTRACT

The purpose of this study was to determine the influence of brand ambassadors, taglines and online customer ratings on gen z's buying interest in Tokopedia e-commerce on Unisda Lamongan students. The population in this study amounted to 4,134 students, with a sample of 98 respondents. The sampling technique used is *purposive sampling technique*, the analytical methods used for this study are validity test, reliability test, multiple linear regression test, determination coefficient test, classical assumption test, t test, f test. The results of this study show that the brand image variable with a calculation of $3.337 > 1.661$ partially has a positive effect on buying interest, The price variable of $4.884 > 1.661$ partially has a positive effect on purchasing decisions, the product feature variable with a t count of $2.603 > 1.661$ partially has a positive effect on buying interest, and the influence of brand ambassadors, taglines and online customer ratings on buying interest is strong and influential together (simultaneously) which shows $F_{calculate} > F_{tabel}$ or $75.345 > 2.700$, and the adjusted R Square value is 0.633 or 63.3%.

Keywords : Brand Ambassador, Tagline, Online Customer Rating and Buying Interest

**Pengaruh Brand Ambassador, Tagline dan Online
Customer Rating Terhadap Minat Beli Gen Z pada E
Commerce Tokopedia (Studi Pada Mahasiswa Universitas
Islam Darul ‘Ulum Lamongan)**

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh brand ambassador, tagline dan online customer rating terhadap minat beli gen z pada e commerce Tokopedia pada mahasiswa Unisda Lamongan. Populasi dalam penelitian ini berjumlah 4,134 mahasiswa, dengan jumlah sampel 98 responden. Teknik pengambilan sampel yang digunakan yaitu dengan teknik *purposive sampling*, metode analisis yang digunakan untuk penelitian ini yaitu uji validitas, uji reabilitas, uji regresi linier berganda, uji koefisien determinasi, uji asumsi klasik, uji t, uji f. Hasil penelitian ini menunjukkan bahwa variabel citra merek dengan t_{hitung} sebesar $3,337 > 1,661$ secara parsial berpengaruh positif terhadap minat beli, variabel harga sebesar dengan t_{hitung} $4,884 > 1,661$ secara parsial berpengaruh positif terhadap keputusan pembelian, variabel fitur produk dengan t_{hitung} sebesar $2,603 > 1,661$ secara parsial berpengaruh positif terhadap minat beli, serta pengaruh brand ambassador, tagline dan online customer rating terhadap minat beli adalah kuat dan berpengaruh secara bersama-sama (simultan) yang menunjukkan $F_{hitung} > F_{tabel}$ atau $75,345 > 2,700$, dan nilai adjusted r square 0,633 atau 63,3%.

Kata Kunci : Brand Ambassador, Tagline, Online Customer Rating dan Minat Beli