

**PENGARUH *E-SERVICE QUALITY*, *BRAND AMBASSADOR* DAN
PROMOSI TERHADAP MINAT BELI PADA PENGGUNA LADAZA DI
MAHASISWA MERCU BUANA**

(studi kasus di Mahasiswa Mercu Buana, Jakarta Barat)

SKRIPSI

Program studi : Manajemen



Oleh :

NAMA : NAPITUPULU YOHANA PERTIWI

NIM : 041601503125202

FAKULTAS EKONOMI & BISNIS

UNIVERSITAS SATYA NEGARA INDONESIA

JAKARTA

2021

**THE INFLUENCE OF E-SERVICE QUALITY, BRAND AMBASSADOR
AND PROMOTION ON BUYING INTEREST IN LADAZA USERS IN
MERCU BUANA STUDENTS**

(Case study at Mercu Buana student, West Jakarta)

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar

SARJANA EKONOMI

Program Studi Manajemen – Strata 1



Oleh :

NAMA : NAPITUPULU YOHANA PERTIWI

NIM : 041601503125202

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THESIS

The Study Program : Manajement



BY :

NAME : NAPITUPULU YOHANA PERTIWI

NIM : 041601503125202

FACULTY ECONOMICS & BUSINESS

SATYA NEGARA INDONESIA UNIVERSITY

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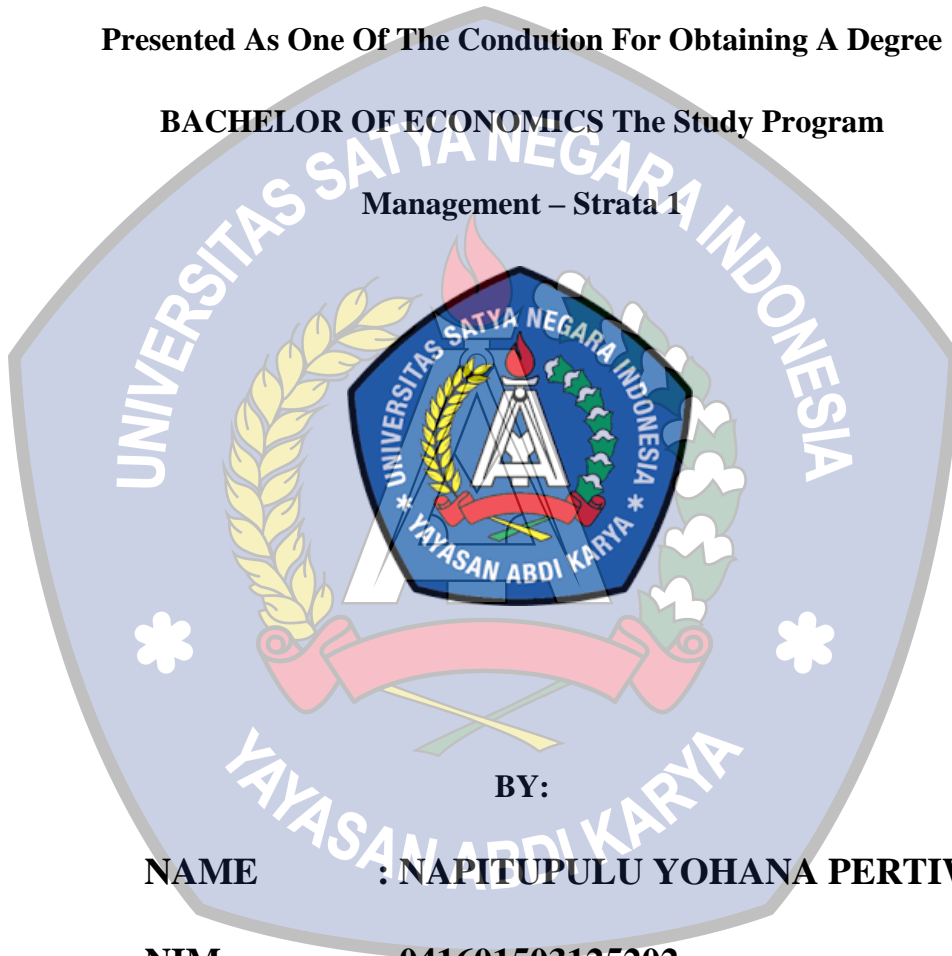
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THESIS

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BACHELOR OF ECONOMICS The Study Program

Management – Strata 1



BY:

NAME : NAPITUPULU YOHANA PERTIWI

NIM : 041601503125202

FACULTY ECONOMICS & BUSINESS

SATYA NEGARA INDONESIA UNIVERSITY

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality*, *brand ambassador* dan promosi terhadap minat beli Pengguna Lazada. Metode yang digunakan pada penelitian ini adalah metode kuantitatif dan hasil dari penelitian berdasarkan jawaban responden dengan menggunakan skala likert. Populasi dalam penelitian ini adalah Mahasiswa Mercu Buana, sampel dalam penelitian ini berjumlah 100. Metode analisa data yang digunakan dalam penelitian ini adalah Uji Regresi Linier Berganda, Uji F, Uji t dan Uji Koefisien Determinan.

Hasil penelitian menunjukkan bahwa secara simultan (uji F) menunjukkan bahwa terdapat pengaruh yang signifikan antara variabel *E-Service Quality* (X_1), *Brand Ambassador* (X_2), dan Promosi (X_3) terhadap Minat Beli (Y). secara parsial (Uji t) *E-Service Quality* berpengaruh signifikan terhadap Minat Beli dan *Brand Ambassador* tidak berpengaruh signifikan terhadap Minat Beli, sedangkan Promosi tidak berpengaruh signifikan terhadap Minat Beli.

Kata Kunci: *E-Service Quality*, *Brand Ambassador* dan Minat Beli.

ABSTRACT

This study aims to determine the effect of e-service quality, brand ambassadors and promotions on Lazada users' buying interest. The method used in this study is a quantitative method and the results of the study are based on respondents' answers using a Likert scale. The population in this study were students of Mercu Buana, the sample in this study amounted to 100. The data analysis method used in this study was the Multiple Linear Regression Test, F test, t test and the test coefficient of determination.

The results show that simultaneously (F test) shows that there is a significant influence between the variables E-Service Quality (X1), Brand Ambassador (X2), and Promotion (X3) on Purchase Intention (Y). partially (t test) E-Service Quality has a significant effect on Purchase Interest and Brand Ambassador has no significant effect on Purchase Intention, while Promotion has no significant effect on Purchase Interest.

Keywords: E-Service Quality, Brand Ambassador and Purchase Interest.