

ABSTRACT

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The Impact Credibility Of Brand Ambassador Cha Eun Woo To Brand Image Tokopedia

Keywords : Brand ambassador, Brand image, Credibility

(xi + 85 + Attachments)

The background of this research begins with the importance of image with in the competition of company or brand. For example of the e-commerce in indonesia Tokopedia, Tokopedia has pointed Cha Eun Woo as their brand ambassador to somplete with others by creating and maintaining image. The purpose of this thesis are to knoww the impact of brand ambassador Cha Eun Woo to brand image on Tokopedia App. This thesis includes S-O-R theory and source credibility theory for concepts such as brand ambassador and brand image. The methodology used in the thesis is quantitative. Total respondents are 100 respondents with cluster random sampling technique and questionnaire distribution. Researchers used quantitative research methods by distributing questionnaires through Google Form. This study uses the determination of the sample size using the Taro Yamane formula based on an error rate of 10% and get 100 respondents. Sampling using probability sampling technique. Method data analysis in this study using validity, reliability, assumptions, classical, simple linear regression analysis, correlation coefficient of determination, and T . test. Data analysis was carried out with a simple linear regression test and the results showed that there is an influence of 22.5% of the credibility of the brand ambassador on the Tokopedia brand image. And the rest factors those are not examined in this research.

Bibliography (2010 – 2020)