

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH, BRAND AMBASSADOR, AND PERCEIVED VALUE ON PURCHASE DECISIONS IN TOKOPEDIA.COM

By

Corry Sagita

The phenomenon of online shopping is the impact of increasing internet usage. The stimulating factors of consumers in making purchasing decisions are the electronic word of mouth, brand ambassadors, and perceived value. The purpose of this study was to determine the effect of electronic word of mouth, brand ambassadors, the perceived value on purchase decisions of Tokopedia market place in Bandar Lampung. The method of this study used non-probability sampling using a purposive sampling technique with 180 respondents. The data analysis used Multiple Linear Regression. The result of this study showed that electronic word of mouth, brand ambassadors, the perceived value had an effect on purchase decisions both partially and simultaneously.

**Keywords: Electronic Word of Mouth, Brand Ambassador, Value
Perception, Purchase Decision**