

ABSTRACT

The definition of e-commerce is the use of the internet and a computer with a web browser to introduce, offer, buy and sell products. The emergence of a variety of e-commerce makes all elements of society able to choose a marketplace that is comfortable and good and competitive for shopping. Starting from shopping to meet daily needs to making unexpected purchases to meet needs. With various kinds of e-commerce marketplaces emerging at this time, one of them is JD.ID, Bukalapak, Tokopedia, Shopee, Lazada etc. Lazada decided Lee Min Ho to be the company's brand ambassador because Lee Min Ho is a famous actor from South Korea. Lee Min Ho was born on June 22, 1987. Lee Min Ho himself is known as a model and has been awarded the "MTN Broadcast Advertisement Festival: Most Popular Advertisement Model". In addition to brand ambassadors, Lazada also uses discounts or discounts to attract customers to achieve success in the competition. In order to achieve this success, every company must continue to strive to produce and deliver products that consumers want at reasonable and attractive prices.

The purpose of this study was to determine how the influence of brand ambassadors and discounts on Lazada purchasing decisions in the city of Bandung. This research uses quantitative methods and causal descriptive research. This study uses a sample collection technique with nonprobability sampling method with purposive sampling technique because only the sample can represent or provide information to answer the research problem. The number of respondents in the city of Bandung as many as 400 people aged between 16 to 50 years. The analytical method used is descriptive analysis and multiple linear regression.

The results of this study indicate that in the descriptive analysis of the Brand Ambassador 88.52% is included in the very good category, Discount of 92% is included in the very good category for Purchase Decisions of 84.02% is included in the good category. Partially, Brand Ambassador and Discount significantly influence Lazada's Purchase Decision in Bandung City. Simultaneously, there is a significant influence of the Brand Ambassador and Discount variables significantly on Lazada's Purchase Decisions in Bandung City.

Keyword : E- Commerce, Brand Ambassador, Discount, Purchase Decisions