THE INFLUENCE OF BTS AS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGE AND COMPANY TRUST ON TOKOPEDIA MARKETPLACE

THESIS

To Meet the Requirements to Obtain a Bachelor's Degree

NOPI YANTI SINDI
NIM. B1024161010

MANAGEMENT DEPARTMENT
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2021

PERNYATAAN BEBAS DARI PLAGIAT

Yang bertanda tangan di bawah ini;

Nama	: NOPI YANTI SINDI
NIM	: B1024161010
Jurusan	: Manajemen
Program Studi	: S1 Manajemen
Konsentrasi	: Marketing
Judul Skripsi	:THE INFLUENCE OF BTS AS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGE AND COMPANY TRUST ON TOKOPEDIA MARKETPLACE

Menyatakan dengan sesungguhnya bahwa Skripsi dengan judul tersebut di atas, secara keseluruhan adalah murni karya penulis sendiri dan bukan plagiasi dari karya orang lain, kecuali bagian-bagian yang dirujuk sebagai sumber pustaka sesuai dengan Pedoman Penulisan Karya Akhir Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Tahun 2016 (lembar hasil pemeriksaan plagiat terlampir).

Apabila di dalamnya terdapat kesalahan dan kekeliruan maka sepenuhnya menjadi tanggung jawab penulis yang dapat berakibat pada pembatalan gelar kesarjanaan di Universitas Tanjungpura. Demikian pernyataan ini penulis buat dengan sebenar-benarnya.

Pontianak, 27 Desember 2021



NOPI YANTI SINDI

NIM B1024161010

STATEMENT OF ORIGINALLY

Name	: NOPI YANTI SINDI
Student Number	: B1024161010
Department	: Management
Study Program	: Bachelor Degree
Major	: Management Marketing
Title	:THE INFLUENCE OF BTS AS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGE AND COMPANY TRUST ON TOKOPEDIA MARKETPLACE

I hereby verify that this Undergraduate Thesis is my own work, and all the sources quoted or referred to have been stated correctly according to Faculty's Guide of Thesis.

Pontianak, 27 December 2021

NOPI YANTI SINDI
NIM B1024161010

LEMBAR YURIDIS

The Influence of BTS as Brand Ambassador Along with Customer Experience on Customer Online Repurchase Intention Mediated by Company Image and Company Trust on Tokopedia Marketplace

Penanggung Jawab Yuridis

Nopi Yanti Sindi
NIM B1024161010

Jurusan : Manajemen
Program Studi : S1 Manajemen
Konsentrasi : Manajemen Marketing
Tgl Ujian Skripsi dan Komprehensif : 11 Januari 2022

Majelis Penguji

No.	MajelisPenguji	Nama/NIP	Tgl/bln/thn	TandaTangan
1	Pembimbing	Heriyadi, SE, ME, PhD NIP 196908171995121004	20 Maret 2025	
2	Penguji 1	Prof. Dr. Ramadania, S.E., M.Si NIP 197509212000032005	21 Maret 2025	
3	Penguji 2	Helma Malini, SE, MM, Ph.D NIP 198109092006042002	20 Maret 2025	

Dinyatakan Telah Memenuhi Syarat dan Lulus
Dalam Ujian Skripsi dan Komprehensif

Pontianak, 21 MAR 2025
Koordinator Program Studi Manajemen

Bintoro Bagus Purmono, S.E., M.M.
NIP.199205082019031006

ACKNOWLEDGEMENT

First and foremost,I would like to praise Jesus Christ the Almighty, the Most Gracious, and the Most Merciful for His blessing given to me during my study and in completing this thesiswith the title "**THE INFLUENCE OFBTSAS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGEAND COMPANY TRUSTON TOKOPEDIA MARKETPLACE**".This thesis is one of the requirements to obtain a bachelor degree at Tanjungpura University.

In the process of writing this thesis, the author realized thatthe success of this thesis depends largely on the encouragement, guidance, suggestion and moral support from many people, either directly or indirectly. Therefore, the author would like to express the sincere gratitude toward those meritorious people:

1. Dr. Barkah, S.E, M.Si, as the Dean of Faculty of Economic and Business, Tanjungpura University.
2. Dr. Titik Rosnani, S.E, M.Si, as the Head of Management Major of Faculty of Economic and Business, Tanjungpura University.
3. Dr. Erna Listiana, S.E, M.Si, as the Head Management Program Study of Faculty of Economic and Business, Tanjungpura University.
4. Heriyadi, SE, ME, Ph.D as the academic supervisor for the valuable inputs to be included in this thesis and generously spent precious time in giving the guidance, encouragement, suggestion, and corrections in completing this thesis. I can't say thank you enough for his tremendous support and help.
5. Dr. Ramadhania, SE, M.Si as academic examiners,who had given valuable advices, revision and suggestions to thr author for the Thesis.
6. Helma Malini, SE, MM, Ph.D as academic examiners, who had given valuable advices, revision and suggestions to the author for the Thesis.
7. Every lecturer at the Faculty of Economics and Business, in particular Management International Major, who have given a lot of knowledge to the Author.
8. All the staff at Universitas Tanjungpura, in particular the staff at the Faculty of Economics and Business, who have given many supports, including the administration process.
9. The author will forever be indebted to her beloved parents Alexander and Veronica Oikhin, her dearest partner Edwin Dwi Candra as well as her

lovely siblings Valentina Siska and Okta Vianus Area Putra, for having given the author unfailing support and continuousencouragement during the academic year and the completion of this thesis, this accomplishment would not have been possible without them.

10. The author's friends, Mochlis, Yunita, Recky, Bangun who have helped her doing thesis and what she has been going through especially in herhard times, thank you so much dear friends.
11. All of the author's friends from MJIC batch 2016, thank you so much for everything that we have been going through togetherduring the college! Good luck and see you guys on top!
12. Everyone who has helped the writer in the process of writing this thesis that cannot be mentioned one by one. It would be difficult to find adequate words to convey how much the author owes the people, Lots of love and thank to all of you.

Finally, I have a great expectation that my study will be beneficial and useful for anyone who is interested in reading this thesis.
May God bless us.

Pontianak, 27 December 2021

Nopi Yanti Sindi

B1024161010

ABSTRACT

The purpose of this research is to analyze the influenceof BTS as Brand Ambassador along with Customer Experience on Customer Online Repurchase Intention mediated by Company Image and Company Trust on Tokopedia marketplace.The technological revolution is very fast affecting various sectors. The economic sector is one of thesectors that fix the positive impact of these technological developments. This was evidenced by a change in the way people shop, which was previously bought by conventional shops and then moved by accessing online stores. Tokopedia is an online buying and selling platform that is becoming pioneer in linking trust between sellers and buyers throughout Indonesia. In the lives of consumers, some repurchase intentioncan be influenced by trendsetters ofBrand Ambassador. In this research, data collection was obtained from distributing online questionnaireswhere the population is given to 100 Respondents who have shopped In Tokopedia and selected randomly in five Islands in Indonesia. The data analysis method used is Structural Equation Model Partial Least Square (SEMPLS) method. To conduct analysis using PLS method, this research is using smartPLS 3.0 software. The findings show that Customer Experience and Company Trust are the factors that influence on Repurchase Intention while Brand Ambassador and Company Image have no significant influence toward Repurchase Intention. Furthermore,Company Trust lone mediates the relationship between Customer Experience and Repurchase Intention,while Company Image does not mediate both Brand Ambassador toward Repurchase Intention and Customer Experience toward Repurchase Intention.

Keywords: Brand Ambassador, Customer Experience, Customer Online Repurchase Intention, Company Image and Company Trust.

Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh BTS sebagai Brand Ambassador beserta Customer Experience terhadap Customer Online Repurchase Intention yang dimediasi oleh Citra Perusahaan serta Kepercayaan Perusahaan pada marketplace Tokopedia. Revolusi teknologi yang sangat cepat mempengaruhi berbagai sektor. Sektor ekonomi merupakan salah satu sektor yang membenahi dampak positif dari perkembangan teknologi tersebut. Hal ini dibuktikan dengan adanya perubahan cara masyarakat berbelanja yang sebelumnya dibeli dengan toko konvensional kemudian berpindah dengan mengakses toko online. Tokopedia adalah platform jual beli online yang menjadi pionir dalam menghubungkan kepercayaan antara penjual dan pembeli di seluruh Indonesia. Dalam kehidupan konsumen, beberapa niat pembelian ulang dapat dipengaruhi oleh trendsetter dari Brand Ambassador. Dalam penelitian ini, pengumpulan data diperoleh dari penyebaran kuesioner online dimana populasi diberikan kepada 100 Responden yang pernah berbelanja Di Tokopedia dan dipilih secara acak di lima pulau di Indonesia. Metode analisis data yang digunakan adalah metode Structural Equation Model Partial Least Square (SEMPLS). Untuk melakukan analisis menggunakan metode PLS, penelitian ini menggunakan software smartPLS 3.0. Hasil penelitian menunjukkan bahwa Customer Experience dan Company Trust merupakan faktor yang berpengaruh terhadap Repurchase Intention sedangkan Brand Ambassador dan Company Image tidak berpengaruh signifikan terhadap Repurchase Intention. Selanjutnya, Company Trust hanya memediasi Hubungan antara Customer Experience terhadap Repurchase Intention sedangkan Company Image tidak memediasi baik pada Brand Ambassador terhadap Repurchase Intention maupun Customer Experience terhadap Repurchase Intention.

Kata kunci: Brand Ambassador, Customer Experience, Customer Online Repurchase Intention, Citra Perusahaan dan Kepercayaan Perusahaan.

SUMMARY

THE INFLUENCE OF BTS AS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGEAND COMPANY TRUST ON TOKOPEDIA MARKETPLACE

1. Introduction

The technological revolution is very fast affecting various sectors. The economic sector is one of thesector that fixes the positive impact of these technological developments. This was evidenced by a change in the way people shop, which was previously bought by conventional shops and then moved by accessing online stores. The total population of 271.3millionpeople in Indonesia makes the potential for the development of electronic commerce in Indonesia very large. This can be proven from statista research data where the trend of e-commerce users in Indonesia has grown considerably in recent years and the prediction is that growth will continue in the next few years.Tokopedia is an online buying and selling platform that is a pioneer in connecting trust between sellers and buyers throughout Indonesia. In consumers' lives, some repurchase intentions can be influenced by the trendsetters of the Brand Ambassadors. Based on the background description in the above section, the writer is interested in researching "THE INFLUENCE OFBTSAS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ON CUSTOMER ONLINE REPURCHASE INTENTION MEDIATED BY COMPANY IMAGEAND COMPANY TRUSTON TOKOPEDIA MARKETPLACE".

2. Problem Statement

1. Does Brand ambassador influences the Company Image of Tokopedia marketplace?
2. Does Brand ambassador influences the Repurchase Intention toward Tokopedia marketplace?
3. Does Brand ambassador influences the Company Trust of Tokopedia marketplace?
4. Does Customer Experience influences the Company Imageof Tokopedia marketplace?
5. Does Customer Experience influences the Repurchase Intention toward Tokopedia marketplace?
6. Does Customer Experience influences the Company Trustof Tokopedia marketplace?
7. Does Company Image influences theRepurchase Intention toward Tokopedia marketplace?
8. Does Company Trust influences theRepurchase Intention toward Tokopedia marketplace?
9. Does Company Image mediate the positive relationship between Brand Ambassador to Repurchase Intention on Tokopedia marketplace?
10. Does Company Image mediate the positive relationship between Customer Experience to Repurchase Intention on Tokopedia marketplace?
11. Does Company Trust mediate the positive relationship Brand Ambassador to Repurchase Intention on Tokopedia marketplace?
12. Does Company Trust mediate the positive relationship between Customer Experience to Repurchase Intention on Tokopedia marketplace?

3. Research purposes

The objectives of this research are:

1. To find out the effect of Brand Ambassador on Company Image at the Tokopedia marketplace
2. To find out the effect of Brand Ambassador on Repurchase Intention toward Tokopedia marketplace

3. To find out the effect of Brand Ambassador on Company Trust at the Tokopedia marketplace
4. To find out theeffectof Customer Experience on Company Imageat the Tokopedia
5. To find out the effect of Customer Experience on Repurchase Intention toward Tokopedia marketplace
6. To find out the effect of Customer Experience on Company Trustof Tokopedia marketplace
7. To find out the effect of Company Image on Repurchase Intention toward Tokopedia marketplace
8. Tofind out the effect ofCompany Trust on Repurchase Intention toward Tokopedia marketplace
9. To find out the mediation of Company Image between Brand Ambassador to Repurchase Intention
10. To find out the mediation of Company Image between Customer Experience to Repurchase Intention.
11. To find out the mediation of Company Trust between Brand Ambassador to Repurchase Intention.
12. To find out the mediation of Company Trust between Customer Experience to Repurchase Intention.

4. Research Methodology

This research uses a quantitative approach in which the data in the form of numbers obtained will be processed statistically and analyzed to obtain information scientifically behind these numbers. Data collection using research instruments, statistical data analysis to test the hypothesis that has been set. Furthermore, so that research objectives can be achieved by the formulation of the problem, the researcher uses survey research methods. This survey method is used to collect information from a sample by asking respondents to use a questionnaire instrument that describes it as an aspect of the population. This research is based on the level of exploration classified in associative research which is looking for a relationship or

effect of cause and effect that is the relationship or effect of the independent variable (X) on the dependent variable (Y)". Then the survey explanation format in this research was conducted to obtain clarity of influence between brand ambassadoralong with customer experience on repurchase intention mediated by company image and company trust.The hypothesis are H1: Brand Ambassador influences Company Image, H2: Brand Ambassador influences Repurchase Intention,H3: Brand Ambassador influences Company Trust, H4: Customer Experience influences Company Image, H5: Customer Experience influences Repurchase Intention, H6: Customer Experience influences Company Trust, H7: Company Image influences Repurchase Intention, H8: Company Trust influences Repurchase Intention, H9: Company Image mediates the Relationship between Brand Ambassadorto Repurchase Intention,H10: Company Image mediates the Relationship between Customer Experience to Repurchase Intention, H11: Company Trust mediates the Relationship between Brand Ambassador to Repurchase Intention, H12: Company Trust mediates the Relationship between Customer Experience to Repurchase Intention.

5. Conclusion and Recommendation

Based on the result and conclusion, it can be concluded :

1. According to the table 4.18 shows that the relationship between Brand Ambassador(X1) and Company Image(Z1) with T-Statistics has 5.336 which is higher than 1.96. Meanwhile, P value for H1 is 0.000 which is smaller than 0.05. In conclusion, Brand Ambassadorhas a significant effect to Company Image, H1: accepted.
2. According to the table 4.18 shows that the relationship between Brand Ambassador (X1) and Repurcahse Intention (Y1) with T-Statistics 1.343 which is lower than 1.96. Meanwhile, P value for H3 is 0.180 which is higher than 0.05. In conclusion, Brand Ambassadorhas no significant effect to Repurcahse Intention, H2: rejected.

3. According to the table 4.18 shows that the relationship between Brand Ambassador(X1) and Company Trust (Z2) with T-Statistics has 3.321 which is higher than 1.96. Meanwhile, P value for H2 is 0.001 which is smaller than 0.05. In conclusion, Brand Ambassadorhas a significant effect to Company Trust, H3: accepted.
4. According to the table 4.18 shows that the relationship between Customer Experience(X2) and Company Image(Z1) with T-Statistics has 3.717 which is higher than 1,96. Meanwhile , P value for H4 is 0.000 which is lower than 0,05. In conclusion, Customer Experiencehas a significant effect to Company Image, H4: accepted.
5. According to the table 4.18 shows that the relationship between Customer Experience(X2) and Repurchase Intention (Y1) with T-Statistics has 6.610 which is higher than 1,96. Meanwhile , P value for H5 is 0.000 which is lower than 0,05. In conclusion, Customer Experiencehas significant effect to Repurchase Intention , H5: accepted.
6. According to the table 4.18 shows that the relationship between Customer Experience(X2) and Company Trust (Z2) with T-Statistics has 7.707 which is higher than 1.96. Meanwhile, P value for H6 is 0.000 which is equal to 0.05. In conclusion, Customer Experiencehas a significant effect to Company Trust, H6: accepted.
7. According to the table 4.18 shows that the relationship between Company Image(Z1) and Repurchase Intention (Y1) with T-Statistics 1.867 which is lower than 1.96. Meanwhile, P value for H7 is 0,062 which is higher than 0.05. In conclusion,Company Imagehas no significant effect to Repurchase Intention, H7: rejected.
8. According to the table 4.18 shows that the relationship between Company Trust (Z2) and Repurchase Intention (Y1) with T-Statistics has 2.154 which is higher than 1.96. Meanwhile, P value for H7 is 0,032 which is lower than 0.05. In conclusion, Company Trust has a significant effect to Repurchase Intention, H8: accepted.

9. As the framework result that Customer Experience and Company Trust are the factors that influence on Repurchase Intention in direct effect situation. Although, Brand Ambassador does not a positive effect on Repurchase Intention but it is the factor to increase both of Company Image and Company Trust on Tokopedia. Moreover, Customer Experience greatly has a significant influence toward Company Image, Company Trust and Repurchase Intention, which means that Customer Experience can be considered as the main key factor in gaining the intention of online customer to do the purchase repeatedly.
10. Based on the Mediation effect analysis result, it is shown that the role of Company Trust as mediating variable is partly mediated on the bootsrapping output. While Company Image does not mediate both Brand Ambassador toward Repurchase Intention and Customer Experience toward Repurchase Intention.

Based on the research results conclusions, there are somerecommendations suggested by the author as follow:

1. **For Company**

   According to this research phenomenon indicates that independent variable which are Brand Ambassador and Customer Experience do not run in line toward Repurchase Intention. As the result Brand Ambassador was not giving positive influence to Repurchase Intention whereas Customer Experience can be considered as a vital key driver for Repurchase Intention. So, in this case Tokopedia can do the evaluation that Repurchase Intention is not based on the Brand Ambassador but through Customer Experience. However, Brand Ambassador still have a contribution on improving Company Image and Company Trust. Therefore, Tokopedia can decide the best strategy in getting repeat purchases by improving the Customer Experience on Tokopedia.

2. **For future research**

1. The author suggests for the next researcher to analyze the different variables in order to get know deeper about Tokopedia marketplace.

2. The author suggest for the next researcher to conduct the research with the recent phenomena.
3. It is better for the future research to use larger number and variation of the sample than this study, so that it can be used to represent the more accurate situation and better analyzed.
4. The author suggests for the next researcher that the variables of the model should be expanded as there are many other variables that could influence the Repurchase Intention.

RINGKASAN

PENGARUH BTS SEBAGAI DUTA MEREK BESERTA PENGALAMAN PELANGGAN TERHADAP NIAT BELI ULANG PELANGGAN ONLINE YANG DIMEDIASIKAN OLEH CITRA PERUSAHAAN DAN KEPERCAYAAN PERUSAHAAN TERHADAP MARKETPLACE TOKOPEDIA

1. Latar Belakang

Revolusi teknologi yang sangat cepat mempengaruhi berbagai sektor. Sektor ekonomi merupakan salah satu sektor yang membenahi dampak positif dari perkembangan teknologi tersebut. Hal ini dibuktikan dengan adanya perubahan cara masyarakat berbelanja yang sebelumnya dibeli dengan toko konvensional kemudian berpindah dengan mengakses toko online. Jumlah penduduk Indonesia yang mencapai 271,3 juta jiwa menjadikan potensi perkembangan perdagangan elektronik di Indonesia sangat besar. Hal ini dapat dibuktikan dari data riset statista dimana tren pengguna e-commerce di Indonesia dalam beberapa tahun terakhir tumbuh cukup pesat dan diprediksi pertumbuhannya akan terus berlanjut dalam beberapa tahun ke depan. Tokopedia adalah platform jual beli online yang menjadi pionir dalam menghubungkan kepercayaan antara penjual dan pembeli di seluruh Indonesia. Dalam kehidupan konsumen, beberapa niat pembelian kembali dapat dipengaruhi oleh trendsetter dari Brand Ambassador. Berdasarkan uraian latar belakang pada bagian di atas, maka penulis tertarik untuk meneliti " PENGARUH BTS SEBAGAI BRAND DUTA BELAJAR CUSTOMER EXPERIENCE TERHADAP CUSTOMER ONLINE REPURCHASE INTENTION YANG DIMEDIASI OLEH CITRA PERUSAHAAN DANKEPERCAYAAN PERUSAHAAN TERHADAP PASAR TOKOPEDIA"

2. Pernyataan Masalah

1. Apakah Brand Ambassador mempengaruhi Citra Perusahaan marketplace Tokopedia?

2. Apakah Brand Ambassador berpengaruh terhadap Repurchase Intention terhadap marketplace Tokopedia?
3. Apakah Brand Ambassador mempengaruhi Kepercayaan Perusahaan terhadap marketplace Tokopedia?
4. Apakah Customer Experience berpengaruh terhadap Company Image marketplace Tokopedia?
5. Apakah Customer Experience mempengaruhi Repurchase Intention terhadap marketplace Tokopedia?
6. Apakah Customer Experience mempengaruhi Kepercayaan Perusahaan terhadap marketplace Tokopedia?
7. Apakah Citra Perusahaan berpengaruh terhadap Repurchase Intention terhadap marketplace Tokopedia?
8. Apakah Kepercayaan Perusahaan mempengaruhi Repurchase Intention terhadap marketplace Tokopedia?
9. Apakah Company Image memediasi hubungan positif antara Brand Ambassador dengan Repurchase Intention di marketplace Tokopedia?
10. Apakah Company Image memediasi hubungan positif antara Customer Experience dengan Repurchase Intention di marketplace Tokopedia?
11. Apakah Kepercayaan Perusahaan memediasi hubungan positif Brand Ambassador dengan Repurchase Intention di marketplace Tokopedia?
12. Apakah Kepercayaan Perusahaan memediasi hubungan positif antara Customer Experience dengan Repurchase Intention di marketplace Tokopedia?

3. Tujuan penelitian

Tujuan dari penelitian ini adalah:

1. Untuk mengetahui pengaruh Brand Ambassador terhadap Citra Perusahaan di marketplace Tokopedia.
2. Untuk mengetahui pengaruh Brand Ambassador terhadap Repurchase Intention terhadap marketplace Tokopedia.
3. Untuk mengetahui pengaruh Brand Ambassador terhadap Kepercayaan Perusahaan di marketplace Tokopedia.

4. Untuk mengetahui pengaruh Customer Experience terhadap Citra Perusahaan di Tokopedia.
5. Untuk mengetahui pengaruh Customer Experience terhadap Repurchase Intention terhadap marketplace Tokopedia.
6. Untuk mengetahui pengaruh Customer Experience terhadap Kepercayaan Perusahaan pada marketplace Tokopedia.
7. Untuk mengetahui pengaruh Citra Perusahaan terhadap Repurchase Intention terhadap marketplace Tokopedia
8. Untuk mengetahui pengaruh Kepercayaan Perusahaan terhadap Repurchase Intention terhadap marketplace Tokopedia.
9. Untuk mengetahui mediasi Company Image antara Brand Ambassador terhadap Repurchase Intention.
10. Untuk mengetahui mediasi Company Image antara Customer Experience dengan Repurchase Intention.
11. Untuk mengetahui mediasi Kepercayaan Perusahaan antara Brand Ambassador terhadap Repurchase Intention.
12. Untuk mengetahui mediasi Kepercayaan Perusahaan antara Customer Experience dengan Repurchase Intention.

4. Metodologi Penelitian

Penelitian ini menggunakan pendekatan kuantitatif dimana data berupa angka-angka yang diperoleh akan diolah secara statistik dan dianalisis untuk memperoleh informasi ilmiah dibalik angka-angka tersebut. Pengumpulan data menggunakan instrumen penelitian, analisis data kuantitatif/statistik untuk menguji hipotesis yang telah ditetapkan. Selanjutnya agar tujuan penelitian dapat tercapai dengan rumusan masalah, maka peneliti menggunakan metode penelitian survey. Metode survei ini digunakan untuk mengumpulkan informasi dari sampel dengan meminta responden menggunakan instrumen kuesioner yang menggambarkannya sebagai aspek populasi. Penelitian ini didasarkan pada tingkat eksplorasi yang tergolong dalam penelitian asosiatif yaitu mencari hubungan atau akibat sebab akibat yaitu hubungan atau pengaruh variabel bebas (X)

terhadap variabel terikat (Y)". Format penjelasan dalam penelitian ini dilakukan untuk mendapatkan kejelasan pengaruh antara brand ambassador dan pengalaman pelanggan terhadap niat beli ulang yang dimediasi oleh citra perusahaan dan kepercayaan perusahaan.Hipotesis yang diajukan adalah H1: Brand Ambassador berpengaruh terhadap Citra Perusahaan, H2: Brand Ambassador berpengaruh terhadap Repurchase Intention, H3: Brand Ambassador memengaruhi Kepercayaan Perusahaan, H4: Pengalaman Pelanggan memengaruhi Citra Perusahaan, H5: Pengalaman Pelanggan memengaruhi Niat Pembelian Kembali, H6: Pengalaman Pelanggan memengaruhi Kepercayaan Perusahaan , H7: Citra Perusahaan berpengaruh terhadap Niat Membeli Kembali, H8: Kepercayaan Perusahaan berpengaruh terhadap Niat Membeli Kembali, H9 : Company Image memediasi Hubungan Brand Ambassador dengan Repurchase Intention, H10: Company Image memediasi Hubungan Customer Experience dengan Repurchase Intention, H11: Company Trust memediasi Hubungan Brand Ambassador dengan Repurchase Intention, H12: Company Trust memediasi Hubungan antara Pengalaman Pelanggan untuk Niat Membeli Kembali.

5. Kesimpulan dan Saran

1. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Brand Ambassador (X1) dan Citra Perusahaan (Z1) dengan T-Statistics memiliki nilai 5.336 yang lebih tinggi dari 1.96. Sedangkan nilai P untuk H1 adalah 0,000 yang lebih kecil dari 0,05. Kesimpulannya, Brand Ambassador berpengaruh signifikan terhadap Citra Perusahaan, H1: diterima.
2. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Brand Ambassador (X1) dan Repurcahse Intention (Y1) dengan T-Statistics 1,343 yang lebih rendah dari 1,96. Sedangkan nilai P untuk H3 adalah 0,180 lebih tinggi dari 0,05. Kesimpulannya, Brand Ambassador tidak berpengaruh signifikan terhadap Repurcahse Intention, H2: ditolak.
3. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Brand Ambassador (X1) dan Kepercayaan Perusahaan (Z2) dengan T-Statistics memiliki

3,321 yang lebih tinggi dari 1,96. Sedangkan nilai P untuk H2 adalah 0,001 yang lebih kecil dari 0,05. Kesimpulannya, Brand Ambassador berpengaruh signifikan terhadap Kepercayaan Perusahaan, H3: diterima.

4. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Customer Experience (X2) dan Citra Perusahaan (Z1) dengan T-Statistics memiliki nilai 3,717 yang lebih tinggi dari 1,96. Sedangkan nilai P untuk H4 adalah 0,000 yang lebih rendah dari 0,05. Kesimpulannya, Customer Experience berpengaruh signifikan terhadap Citra Perusahaan, H4 : diterima.
5. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Customer Experience (X2) dan Repurchase Intention (Y1) dengan T-Statistics memiliki nilai 6,610 lebih tinggi dari 1,96. Sedangkan nilai P untuk H5 adalah 0,000 yang lebih rendah dari 0,05. Kesimpulannya, Customer Experience berpengaruh signifikan terhadap Repurchase Intention, H5: diterima.
6. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Customer Experience (X2) dan Kepercayaan Perusahaan (Z2) dengan T-Statistics memiliki 7,707 yang lebih tinggi dari 1,96. Sedangkan nilai P untuk H6 adalah 0,000 yang sama dengan 0,05. Kesimpulannya, Customer Experience berpengaruh signifikan terhadap Kepercayaan Perusahaan, H6: diterima.
7. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Citra Perusahaan (Z1) dan Repurchase Intention (Y1) dengan T-Statistics 1,867 yang lebih rendah dari 1,96. Sedangkan nilai P untuk H7 adalah 0,062 yang lebih tinggi dari 0,05. Kesimpulannya, Citra Perusahaan tidak berpengaruh signifikan terhadap Repurchase Intention, H7: ditolak.
8. Berdasarkan tabel 4.18 terlihat bahwa hubungan antara Kepercayaan Perusahaan (Z2) dan Repurchase Intention (Y1) dengan T-Statistics memiliki 2.154 yang lebih tinggi dari 1.96. Sedangkan nilai P untuk H7 adalah 0,032 yang lebih rendah dari 0,05. Kesimpulannya, Kepercayaan Perusahaan berpengaruh signifikan terhadap Repurchase Intention, H8: diterima.

9. Sebagai hasil kerangka kerja bahwa Pengalaman Pelanggan dan Kepercayaan Perusahaan merupakan faktor-faktor yang mempengaruhi Niat Pembelian Kembali dalam situasi efek langsung. Meskipun Brand Ambassador tidak berpengaruh positif terhadap Repurchase Intention tetapi merupakan faktor untuk meningkatkan baik Citra Perusahaan maupun Kepercayaan Perusahaan terhadap Tokopedia. Selain itu Customer Experience sangat berpengaruh signifikan terhadap Company Image, Company Trust dan Repurchase Intention, artinya Customer Experience dapat dianggap sebagai faktor kunci utama dalam mendapatkan niat pelanggan online untuk melakukan pembelian berulang kali.
10. Berdasarkan hasil analisis efek Mediasi, terlihat bahwa peran Kepercayaan Perusahaan sebagai variabel mediasi sebagian dimediasi pada output bootsrapping. Sedangkan Company Image tidak memediasi baik Brand Ambassador terhadap Repurchase Intention maupun Customer Experience terhadap Repurchase Intention.

Berdasarkan kesimpulan hasil penelitian, ada beberapa saran yang disarankan oleh penulis sebagai berikut:

1. Untuk Perusahaan

Berdasarkan fenomena penelitian ini menunjukkan bahwa variabel independen yaitu Brand Ambassador dan Customer Experience tidak sejalan terhadap Repurchase Intention. Akibatnya Brand Ambassador tidak memberikan pengaruh positif terhadap Repurchase Intention sedangkan Customer Experience dapat dianggap sebagai key driver vital untuk Repurchase Intention. Sehingga dalam hal ini Tokopedia dapat melakukan evaluasi bahwa Repurchase Intention tidak berdasarkan Brand Ambassador tetapi melalui Customer Experience. Meski demikian, Brand Ambassador tetap memiliki kontribusi dalam meningkatkan Citra Perusahaan dan Kepercayaan Perusahaan. Oleh karena itu, Tokopedia dapat menentukan strategi terbaik dalam mendapatkan pembelian berulang dengan meningkatkan Customer Experience di Tokopedia.

2. Untuk penelitian selanjutnya

1. Penulis menyarankan kepada peneliti selanjutnya untuk menganalisis variabel-variabel yang berbeda untuk mengetahui lebih dalam tentang marketplace Tokopedia.
2. Penulis menyarankan kepada peneliti selanjutnya untuk melakukan penelitian dengan fenomena terkini.
3. Sebaiknya penelitian selanjutnya menggunakan jumlah dan variasi sampel yang lebih banyak daripada penelitian ini, sehingga dapat digunakan untuk mewakili situasi yang lebih akurat dan dianalisis dengan lebih baik.
4. Penulis menyarankan kepada peneliti selanjutnya agar variabel-variabel model perlu diperluas karena masih banyak variabel lain yang dapat mempengaruhi Repurchase Intention.

TABLE OF CONTENT

PERNYATAAN BEBAS DARI PLAGIAT ..... **ii**
STATEMENT OF ORIGINALLY ..... **iii**
LEMBAR YURIDIS ..... **iv**
ACKNOWLEDGEMENT ..... **v**
ABSTRACT ..... **vii**
ABSTRAK ..... **viii**
SUMMARY ..... **ix**
RINGKASAN ..... **xvi**
TABLE OF CONTENT ..... **xxiii**
TABLE OF FIGURE ..... **xxvi**
LIST OF TABLES ..... **xxvii**

CHAPTER IINTRODUCTION **1**

1.1 Background 1
1.2 Formulation Problem 12
1.2.1 Research Problem 12
1.2.2 Research Questions 13
1.3. Research purposes 13
1.4. Research Contribution 14
1.4.1 Theoretical Contributions 14
1.4.2. Practical Contributions 15
1.5 Contextual Descriptive 15

CHAPTER II LITERATURE REVIEW **20**

2.1. Theoretical Base 20
2.1.1 E-Commerce 20
2.1.2 Marketing 21
2.1.3 Brand Ambassador 22
2.1.4 Customer Experience 23
2.1.5 Company Image 25
2.1.6 Company Trust 27
2.1.7 Repurchase Intention 29
2.2 Empirical Study 30
2.3 Relationship among Variables 39
2.3.1 Brand Ambassador And CompanyImage 39
2.3.2 Brand Ambassador andRepurchase Intention 40
2.3.3 Brand Ambassador and Company Trust 40
2.3.4 Customer Experience and Company Image 41
2.3.5 Customer Experience and Repurchase Intention 41
2.3.6 Customer Experience and Company trust 42
2.3.7 Company Image andRepurchase Intention 42
2.3.8 Company Trust andRepurchase Intention 42
2.3.9 Company Image Mediates Brand Ambassador and Customer Online Repurchase Intention 43
2.3.10 Company Image Mediates Customer Experience and Customer Online Repurchase Intention 43
2.3.11 Company Trust Mediates Brand Ambassador and Customer Online Repurchase Intention 44
2.3.12 Company Trust Mediates Customer Experience and Customer Online Repurchase Intention 44
2.4 Conceptual Framework and Research Hypothesis 44
2.4.1 Conceptual Framework 44
2.4.2 Hypothesis 45

CHAPTER III RESEARCH METHOD 47

3.1 Form of Research 47
3.2 Research Place and Time 47
3.2.1 Research Place 47
3.2.2 Research Time.....48
3.3 Data 48
3.3.1 Data sources 48
3.3.2 Data Collection Techniques 48
3.3.3 Measurement Scale 49
3.4 Population and Sample.....50
3.4.1 Population 50
3.4.2. Sample.....50
3.5 Research Variables and Operational Definitions 51
3.5.1 Research Variables.....51
3.5.2 Definition of Variable Operations.....52
3.6 Data Method Analysis.....59
3.6.1 Evaluation of Measurement (Outer) Model 59
3.6.1.1Validity Test.....59
3.6.1.2ConvergentValidity 60
3.6.1.3Discriminant Validity.....60
3.6.2 Reliability Test 60
3.6.2.1 Cronbach's Alpha.....61
3.6.2.2Composite Reliability.....61
3.6.3.Evaluation Model Structural 61
3.6.3.1R-Square.....61
3.6.4 Hypothesis Testing.....62
3.6.5 Path Coefficient.....62
3.6.6 Mediation Effect Analysis 62

CHAPTER IV RESULT AND DISCUSSION.....64

4.1 Descriptive Analysis 64
4.1.1 Characteristic of Respondent 64
4.1.1.1 Gender.....64
4.1.1.2 Origin 65
4.1.1.3 Age.....65
4.1.1.4 Respondents' Education.....66
4.1.1.5 Professions 67
4.1.1.6 Monthly Income.....68
4.1.1.7 Respondent who have shopped in Tokopedia.....68
4.1.2 Respondent's Responses to Each Variable 69
4.1.2.1 Brand Ambassador (X1) 69
4.1.2.2 Customer Experience (X2).....71
4.1.2.3 Company Image (Z1) 72
4.1.2.4 Company Trust (Z2).....74
4.1.2.5 Repurchase Intention (Y1) 75
4.2 Data Analysis 77
4.2.1 (Outer) Model for Evaluation and Measurement 77
4.2.1.1 Convergent Validity.....77
4.2.1.2 Discriminant Validity.....79
4.2.2 Reliability Test 80
4.2.3 Structural Model (Inner Model) 81
4.2.3.1 R-Square.....81
4.3 R-Square Result 82
4.3.1 Hypothesis Testing 84

4.3.1.1 Hypothesis 1 84
4.3.1.2 Hypothesis 2 84
4.3.1.3 Hypothesis 3 85
4.3.1.4 Hypothesis 4 85
4.3.1.5 Hypothesis 5 85
4.3.1.6 Hypothesis 6 85
4.3.1.7 Hypothesis 7 86
4.3.1.8 Hypothesis 8 86
4.3.1.9 Mediation Effect Analysis 86
4.3.1.10 Hypothesis 9 88
4.3.1.11 Hypothesis 10 89
4.3.1.12 Hypothesis 11 89
4.3.1.13 Hyptothesis 12 89
4.4 Discussion 92
4.4.1. Brand Ambassador to Company Image 92
4.4.2. Brand Ambassador to Repurchase Intention 92
4.4.3. Brand Ambassador to Company Trust 93
4.4.4. Customer Experience to Company Image 93
4.4.5. Customer Experience to Repurchase Intention 94
4.5.6. Customer Experience to Company Trust 94
4.4.7. Company Image to Repurchase Intention 94
4.4.8. Company Trust to Repurchase Intention 95
4.4.9.Company Image Mediates the Relationship between Brand Ambassador and Repurchase Intention 95
4.4.10.Company Image Mediates the Relationship between Customer Experience and Repurchase Intention 95
4.4.11. Company Trust Mediates the Relationship between Brand Ambassador and Repurchase Intention 96
4.4.12. Company Trust Mediates the Relationship between Customer Experience and Repurchase Intention 96

CHAPTER V CONCLUSION AND DISCUSSION 97

5.1 Conclusion 97
5.2 Recommendation 101
5.2.1 For Company 101
5.2.2 For future research 102
5.3 Limitations 102

REFERENCES 103
APPENDIX 106

TABLE OF FIGURE

Figure 1.3The Top 4 of Most Visited Websites in 2021.....5
Figure 1.4 BTS x Tokopedia.....8
Figure 2.2 Conceptual Framework.....45
Figure 4.1 Result of Algorithms Process 82
Figure 4.2 Bootstrapping Output (Indirect Effect).....88

LIST OF TABLES

Tabel 2.1 Prior Research 30
Tabel 3.1 Likert Scale Scoring Pattern 49
Table 3.2 The operational definitions of the variables 53
Table 4.1 Respondent based on Gender 65
Table 4.2 Respondent based on Origin 65
Table 4.3 Respondents Based On Age 66
Table 4.4 Respondent's Education 66
Table 4.5 Respondent's Professions 67
Table 4.6 Respondent's Monthly Income 68
Table 4.7 Respondent's who have shopped in Tokopedia 68
Table 4.8 Respondent's Assessment Brand Ambassador 70
Table 4.9 Respondent's Assessment Customer Experience 71
Table 4.10 Respondent's Assessment towards Company Image 72
Table 4.11 Respondent's Assessment towards Company Trust 74
Table 4.12 Respondent's Assessment towards Repurchase Intention 76
Table 4.13 Outer Loading Test Result 78
Table 4.14 Cross Loading Test Result 79
Table 4.15 Average Variance Extracted Test Result 80
Table 4.16 Reliability Test Result 81
Table 4.17 R Square Test Result 82
Table 4.18 T-Statistics Test Result 83
Table 4.19 Indirect Effect Result 87
Table 4.20 Hypothesis Testing Summary 90

CHAPTER I
INTRODUCTION

1.1 Background

The technological revolution is very fast affecting various sectors. The economic sector is one of thesector that fixes the positive impact of these technological developments. This was evidenced by a change in the way people shop, which was previously bought by conventional shops and then moved by accessing online stores. This is because many considerations and advantages can be offered for users to purchase at online stores. As an illustration, there is advanced technology at this time to make someone no longer have to go to the market to buy an item. Only by using the internet and supporting devices such as gadgets, users can buy effectively and efficiently without space and time limits. The trend directly shapes the style of public spending in the current era. Regarding the current needs of the community, they can do online shopping activities with conditions that occur whenever and wherever (Nasrullah, 2012: 7).

One form of technological sophistication that is developing rapidly is followed by the use of the internet. The internet is one means to change the environment and create new opportunities and challenges today.This is what makes companies see these internet development opportunities as a new ground for developing new business networks or commonly called e-commerce. An activity that utilizes technology to shop online using the internet and how to transact via digital money transfers (Kalakota and Whinston, 1997).

The total population of 271.3millionpeople in Indonesia makes the potential for the development of electronic commerce in Indonesia very large. This is supported by the penetration of internet users that continues to grow, the price of increasingly affordable internet connections, as well as the enthusiasm of the public in using the internet to support their daily lives. This can be proven from statistaresearch data where the trend of e-commerce users in Indonesia has grown considerably in recent years and the prediction is that growth will continue in the next few years.

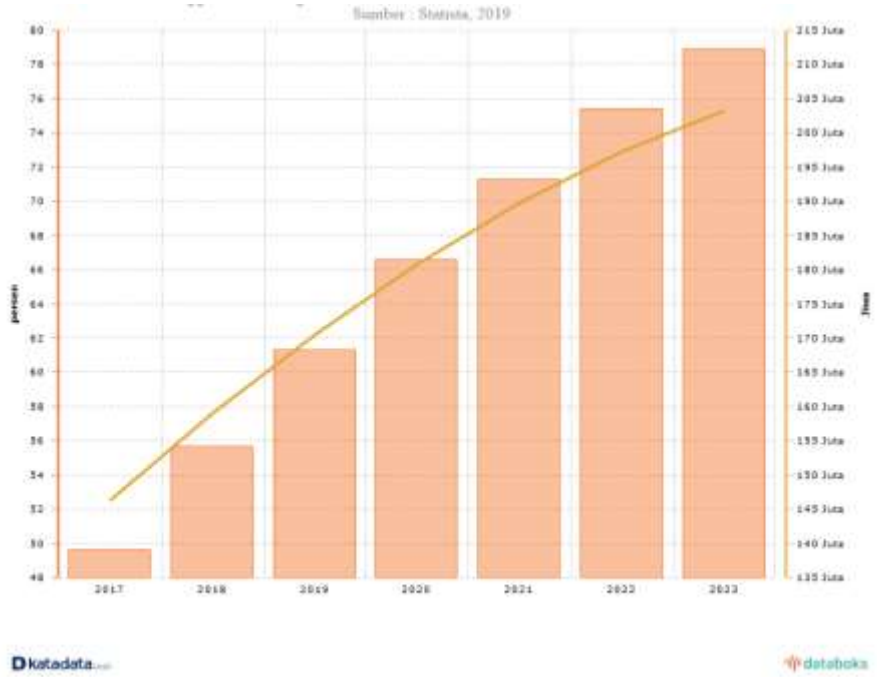


Figure 1.1 User Growth and E-commerce Penetration in Indonesia, 2017-2023
Source: Statista (2019).

As quoted from Iprice Group which is a meta-search site that operates in Indonesia where periodically, Iprice Group releases in-depth reports on e-commerce. The research stated that the development of e-commerce in Indonesia is very rapid. This is supported by the sophistication of technology that causes all companies to follow their development to advance the company's performance. To further clarify the research of the Iprice group, the authors attach a list of 49 e-commerce sites in Indonesia in the first quarter of 2020:

Table 1.1
List of E-commerce in Indonesia in 2020

NO	LIST OF E-COMMERCE IN INDONESIA IN 2020
1	Tokopedia
2	Shopee
3	Bukalapak
4	Lazada
5	Blibli

6	JD.ID
7	Sephora
8	Sociolla
9	Orami
10	Ralali
11	Blanja
12	Zalora
13	AliExpress
14	Jakarta Notebook
15	iLotte
16	Laku6
17	Shophie Paris
18	Elevenia
19	Jakmall
20	PlazaKamera
21	Mapemall
22	OttenCoffe
23	Alfacart
24	Fabello
25	Asmaraku
26	Mothercare
27	Permmz
28	Qoo10
29	Berrybenka

Source:Iprice (data processed) accessed June 25, 2020, 04.14 pm

The proliferation of e-commerce has resulted in intense competition between online businesses. E-commerce businesses are competing to attract the attention of the Indonesian people to be able to transact in the marketplace. Various attempts were made to be able to win the e-commerce market competition. It turns out that based on the survey also implemented in the four top

e-commerce in Indonesia, namely Tokopedia, Shopee, Bukalapak, Lazada and Blibli. Based on a survey conducted by the IPrice Group in 2019, it can be seen that Tokopedia has decreased the number of visitors in the first and third quarters but in the fourth quarter the number of visitors tends to increase.

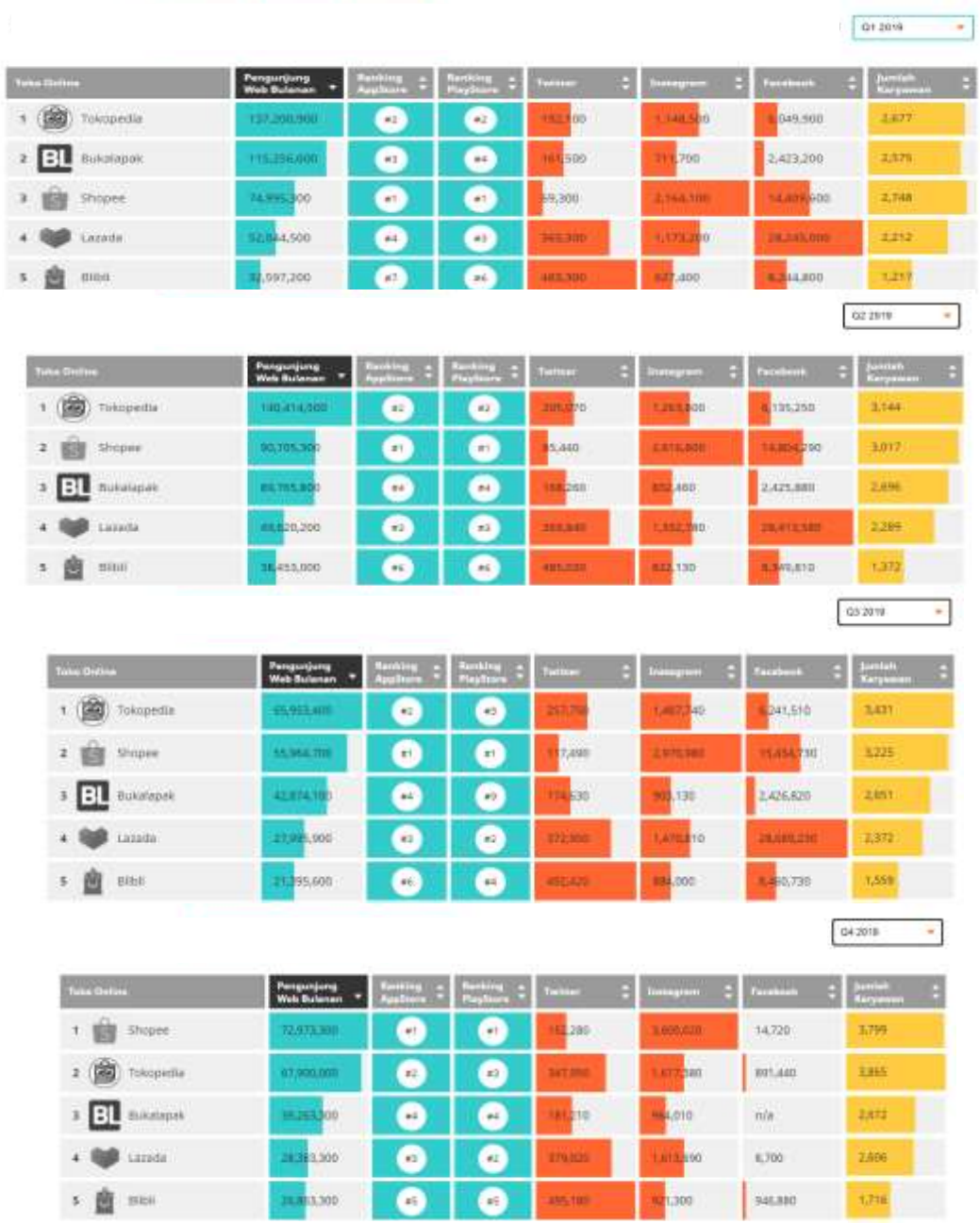


Figure 1.2 List of Competition for Online Shops in 2019

Source : iprice (2019).

Although in 2019, Tokopedia has decreased the number of visitors but recently the data collected by similarweb,2021shows that the platform of the local electronics Tokopedia was able to break the first position of its competitor shopee who came from a neighboring country, Singapore. This can be proven from the survey results of The Top 4 of Most Visited Websites in 2021 as follows:

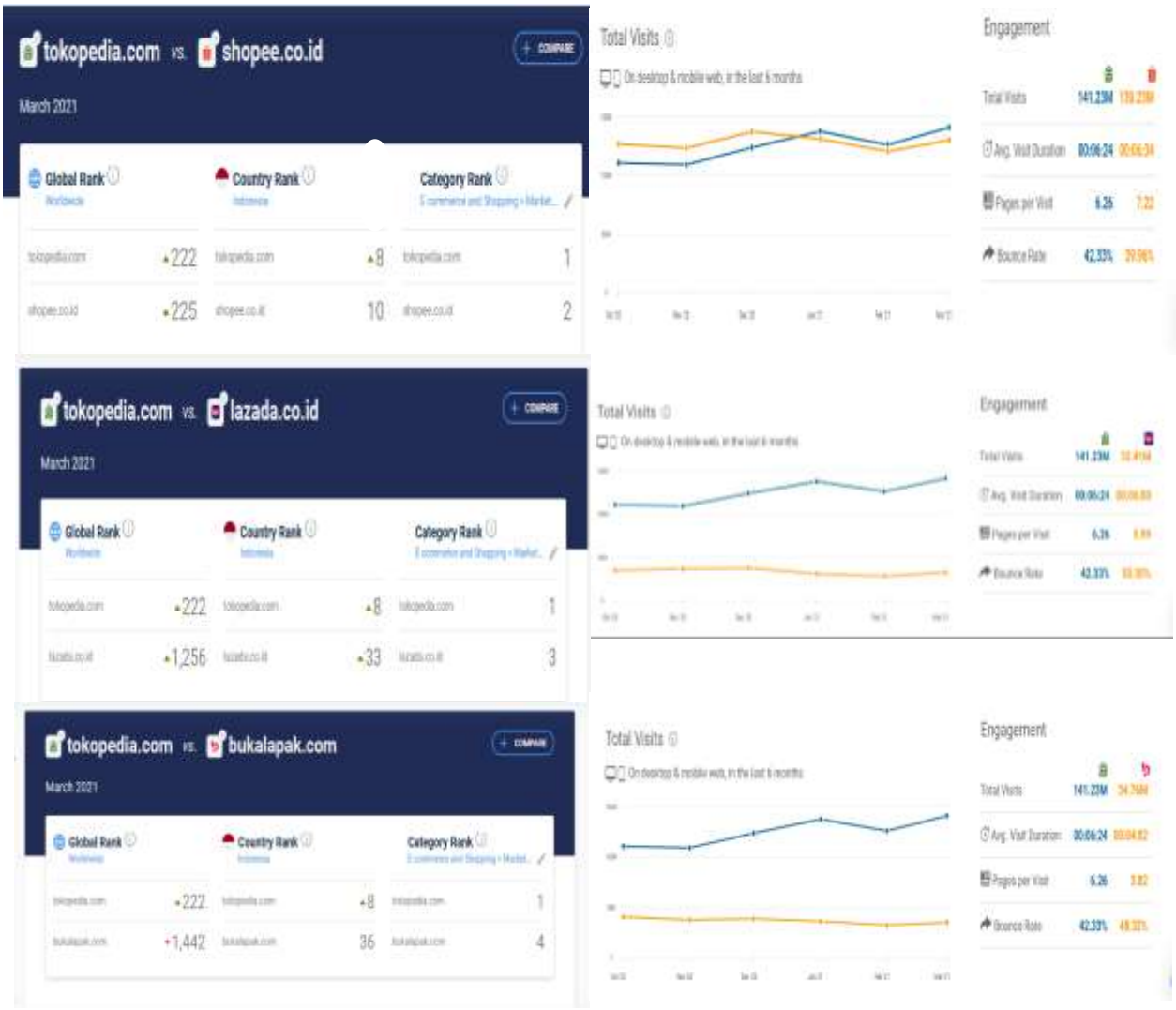


Figure 1.3The Top 4 of Most Visited Websites in 2021
Source :similarweb (2021).

Figure 1.3 shows a list of the top 4 e-commerce sites in Indonesia that had the highest number of visitors in 2021. The data shows that the e-commerce platform most frequently visited by consumers during 2021 is Tokopedia which holds the first position with 141.23 million people. The second position is occupied by Shopee who is the strongest rival of Tokopediacompany with a visitor of 130.23 million.

Tokopedia is an online buying and selling platform that is becoming pioneer in linking trust between sellers and buyers throughout Indonesia. The application of Tokopedia has several services that can complete consumer needs with everything the convenience starts from the "Selling" service, on this service users can open their own shop and sell or market products with more large. The second service "Buy", this service providing tens of millions of types of products as well official brands, local products, and digital. Service another namely "Pay" allows users of Tokopedia pays electricity, water bills PDAM, and the next service is "Order" Train tickets, and amusement rides without the need to queue. There is also an application submission service for insurance, loans and people's business loans easier. This phenomenon cannot be separated because has become the needs of today's society. Tokopedia provides numerous types of services in order to boost customer experience because it would give lot of benefits to the customers.

Tokopedia was officially launched to the public on August 17, 2009, after 7 months established by William Tanuwijaya and Leontinus Alpha Edison with the vision "Building an ecosystem where anyone can start and find anything". Since it was officially launched Tokopedia has succeeded in becoming one of Indonesia's internet companies with very rapid growth. Tokopedia carries a marketplace business model that allows every individual, small shop, and brand to open and manage online stores. Marketplace itself is one of the mediawhich is used to market a product,the media is used to buildan online shop where the online shop issell a complete product with advantagesowned, it aims to accommodatethe sellers and buyers who will dobuying and selling transactions quickly.Tokopedia has empowered millions of traders and consumers to

participate in the future of the economy. Besides, Tokopedia also became the first technology company in Indonesia to introduce instant delivery through partnerships with online transportation companies. This allows consumers to get goods quickly so it is very helpful for all Indonesian people to get their needs.

In the lives of consumers, some repurchase intentioncan be influenced by idols or trendsetters. In the world of marketing, this trendsetter can be applied as a form of accurate strategy, which is driving the online company Tokopedia to implement modern marketing strategies using brand ambassador. Brand ambassador play an important role for companies to communicate and connect with the community, about how they increase the sales (Lea-Greenwood, 2014: 4). This aims to make consumers interested in using products or services offered by companies, especially because the selection of brand ambassadoris usually based on imaging through a celebrity (VisCAP Model, 2012: 88). The strength of this brand ambassador is indeed very promising among other types of marketing because there are many advantages for companies when using this type of advertising trend. This can be seen from how the company involved famous figures to stimulate the consumer's subconscious.Sigmund Freud (1900) states that the unconscious contributes 50% -60% in human decision making and action. The company's strategy that is now cooperating with brand mbassador is intended to communicate a product and shape the identity of a company. So this can be related where when people see the brand ambassador then the consumers will always think about the companyimage will always be related to its brand ambassador.



Figure 1.4 BTS x Tokopedia
Source: tokopedia

At the end of 2019, Tokopedia stirred up Korean lovers and online shopping lovers by cooperating with one of the famous k-pop boy bands from South Korea BangtanSonyeondan or more familiarly known as BTS as a brand ambassador to represent Tokopedia'scompany image in Indonesia.The aim is to encourage consumers to dopurchase on this marketplace. This action is carried outcompany to try to improve its image andcelebrity identification to promote the company (Ahmed, Mir, &Farooq, 2012). BTS is a boy band that has achieved success both in South Korea and internationally.The popularity of BTS is evidenced by the extraordinary achievements achieved by breaking records in recent years getting an award as The Most Influential People 2019 by TIME magazine, earning first place in Billboard 200, Twice in Guinness World Record, won two awards from the 2019 Gaffa-prisen Awards, Kpop Explosion from the 2019 MTV Millennial Awards and others. Also, a vision that is consistently delivered by BTS in innovating and spreading positive messages is in line withTokopedia's vision(Wardoyo, 2019).Indonesian Base fans (Army) are the biggest BTS fans throughout Asia(Aditia, 2019). Certainly the right decision, considering how fanatical ARMYs are to idols them and that's an important reason why Tokopedia chose BTS as a brand ambassador for the purpose of

getting awareness that is more raises purchase decision.This is what makes one of the most popular boy band BTS determined as the brand persona of Tokopedia.

Market segmentation is a very important thing in marketing a product or service. Eric Berkowitz and colleagues (2010: 56) define market segmentation as "dividing up a market into distinct groups that (1) have common needs and (2) will respond similarly to a market action". Thus, market segmentation is an activity to divide or group consumers into more homogeneous boxes. General consumer audiences have a very heterogeneous nature, so it will be difficult for companies to serve them all. Therefore, certain segments must be selected and leave the other segments. The part or segment selected is the part that has the same characteristics and matches the company's ability to meet the needs of the target market.

Tokopedia approaches its market audience by using psychographic segmentation. Psychographic segmentation sees the audience based on the lifestyle and personality of the audience. An individual's lifestyle can be said to influence the behavior of the individual, and ultimately will determine their choices (Eric Berkowitz and colleagues, 2010: 56).Tokopedia took BTS as a brand ambassador because the Tokopediacompany saw many Korean fans in Indonesia. The segmentation used by Tokopedia is segmentation based on the lifestyle of the audience and the personality of the market audience in Indonesia, where in Indonesia there is a trend of Korean fans who can change lifestyle to be like a Korean citizen or as a native Korean. Many Indonesian teenagers now are slowly being infected by Korean culture. It spreads among Indonesian teenagers who are almost average of adolescent girls, and with the emergence of Korean fever, this makes them very infatuated with the artists and actors he loves.

The existence of the Korean wave can also make a business opportunity and also employment for some people who like the business world and understand the opportunities. Business opportunities and jobs are not just ordinary, this is quite a rather lucrative thing because seeing that Korean fans are quite large in Indonesia. By this golden opportunity, which madeTokopedia colaborate with one of the popular boy band to become the brand ambassador of the Tokopedia.

The selection of BTS as a brand ambassador will help create a stronger emotional relationship between the company and consumers. So, it will indirectly build the Tokopedia company image which will have an impact on product purchasing decisions. The brand ambassador will present the advantages of the Tokopediacompany and why customers should buy products at the marketplace of the online company. The community will consider the company to have a very superior quality when it has been supported by the popularity of the brand ambassador. The cooperation between Tokopedia and BTS is considered to be able to improve the company image which will stimulate consumers online repurchase intention towards the use of Tokopedia as an e-commerce platform in Indonesia.

One strategy that can be usedto reduce the negative impact ofBusiness development is the customer experience.Customer experience is an experience thatfelt by customers when they tryshop at a company. According Tetanoe & Dharmayanti (2014), revealed that experiences are mo-ments that are difficult for consumers to forget after using the products or services offered by the company. According to Nasermoadeli, Ling, & Maghnati (2013), on the one hand the consumer experience yields profits but on the other hand the busi-ness will experience growth by involving consumers in its business activities. great experienceperceived by the customer it can be in the form of experiencepleasant or unpleasant.A pleasant experience will bringcustomers to return to shopping at the companywhile the experience is not pleasantwill cause customers to move toanother company. A good customer experience willsupport customers to come back again and againwill eventually result in purchase repeatedly.

Repurchase intention is a consumer action that occurs after a purchase has been made. The occurrence of satisfaction and dissatisfaction after a product has been purchased by a customer would have an impact on subsequent behavior. If consumers are satisfied, it will indicate a higher possibilityto repurchase the product (Kotler& Keller, 2012).The indicators of repurchase intention suggested by Kisang Ryu and Hye-Rin Lee (2012) have been reinforced by the desire to

return in the future, consider visiting again, to recommend to others, say good things about the company, and encourage others to use the company's services.

Company image is an assumption toward the company responded by consumers who hold on to consumer experience (Keller & Kotler, 2007). Company image is the impression formed based on the level of knowledge and understanding of facts about people, products, and situations (image can be defined as: the impression formed based on the level of knowledge and understanding of facts about people, products, and situations) (Henslowe, 2008). The authors chose company image as a dependent variable because this research focuses on research on a company rather than on a product, so that company image becomes an appropriate dependent variable in this study.Consumers more often buy products with a company image that is famous because they feel more comfortable with things that are already known, the assumption that the image of a well-known company is more reliable, always available and easy to find, and has a quality that is not in doubt so that the company image is more known more often chosen by consumers than companies that are not well known.This can trigger consumers to organize various information about the company and experiences related to the company image, so a positive company image will encourage positive perceptions that can stimulate consumer to reshop in the company.

Company trust is the key to the success of online business success. According to Norhermaya (2016:7), trust plays an important role in customer purchase decision making. The trust in electronic companies is very important to be one of the factors that influence consumers online purchase decision. Company trust refers to a brand's willingness to be trusted, which is based on consumer confidence that the product will deliver on its promises, as well as brand intention, which is based on consumer confidence that the brand will prioritize the customer's needs(Ferrinadewi, 2010). The conclusion that can be drawn from the above explanation is the certainty of consumers about whether the product of choice is correct or will not be able to foster consumer online repurchase intention. The existence of a positive relationship between trustand repurchase intention, the

more consumers believe in a company willhighly affectto the action consumer of repurchasing on the same marketplace.

Based on the background description in the above section, the writer is interested in researching "**THE INFLUENCE OFBTSAS BRAND AMBASSADOR ALONG WITH CUSTOMER EXPERIENCE ONCUSTOMER ONLINE REPURCHASE INTENTIONMEDIATED BY COMPANY IMAGE AND COMPANY TRUSTON TOKOPEDIA MARKETPLACE**".The empirical gap exists from the previous researcher that could not draw focus on these part and the findings from previous studies are incosistent. As a researcher will provide more new empirical data to be collected to fully understand each variable and create a need for further studies to gather new data and insightt to be more consistent.

1.2 Formulation Problem

1.2.1 ResearchProblem

The intense competition that occurs between e-commerce players has caused each actor to aggressively carry out various marketing strategies, this is done to attract the attention of potential consumers. Based on a survey conducted by the iprice group, it shows that the average number of visitors to Tokopedia in the first quarter of 2019, Tokopedia experienced poor growth, namely 137,200,900 visitors. However, in the second quarter the number of visitors to Tokopedia increased by 3,213,600 with the number of visitors reaching 140,414,500. Meanwhile, in the third quarter of 2019, Tokopedia visitors experienced a significant drop of 65,953,400. Based on this explanation, it can be seen clearly that Tokopedia has decreased the number of visitors. In the fourth quarter of 2019, Tokopedia collaborated with BTS as brand ambassadors, which is one of the company's promotional strategies that is trusted to increase the number of visitors to Tokopedia. Therefore, the authors are interested in conducting research on whether Bts as Brand Ambassador along with Customer Experience on Customer Online Repurchase Intention Mediated by Company Image and Company Trust on Tokopedia marketplace ?

1.2.2 Research Questions

Based on the background of the problem above, the formulation of theproblem in this study are:

1. Does Brand ambassador influencesthe CompanyImage ofTokopedia marketplace?
2. Does Brand ambassador influences the Repurchase Intention towardTokopedia marketplace?
3. Does Brand ambassador influences the Company Trust of Tokopedia marketplace?
4. Does Customer Experience influences the Company Imageof Tokopedia marketplace?
5. Does Customer Experience influences the Repurchase Intention toward Tokopedia marketplace?
6. Does Customer Experience influences the Company Trustof Tokopedia marketplace?
7. Does Company Image influences theRepurchase Intention towardTokopedia marketplace?
8. Does Company Trust influences theRepurchase Intention toward Tokopedia marketplace?
9. Does Company Image mediate the positive relationship between Brand Ambassador to Repurchase Intention on Tokopedia marketplace?
10. Does Company Image mediate the positive relationship between Customer Experience to Repurchase Intention on Tokopedia marketplace?
11. Does Company Trust mediate the positive relationship Brand Ambassador to Repurchase Intention on Tokopedia marketplace?
12. Does Company Trust mediate the positive relationship between Customer Experience to Repurchase Intention on Tokopedia marketplace?

1.3. Research purposes

The objectives of this research are:

1. To find out the effect of Brand ambassador onCompany Image at the Tokopedia marketplace.
2. To find out the effect of Brand ambassador onRepurchase Intentiontoward Tokopedia marketplace.
3. To find out the effect of Brand ambassador on Company Trust at the Tokopedia marketplace.
4. To find out theeffectof Customer Experience on Company Imageat the Tokopedia.
5. To find out the effect of Customer Experience on Repurchase Intention toward Tokopedia marketplace.
6. To find out the effect of Customer Experience on Company Trustof Tokopedia marketplace.
7. To find out the effect of Company Image on Repurchase Intention toward Tokopedia marketplace
8. Tofind out the effect ofCompany Truston Repurchase Intention toward Tokopedia marketplace.
9. To find out the mediation of Company Image between Brand Ambassador to Repurchase Intention.
10. To find out the mediation of Company Image between Customer Experience to Repurchase Intention.
11. To find out the mediation of Company Trust between Brand Ambassador to Repurchase Intention.
12. To find out the mediation of Company Trust between Customer Experience to Repurchase Intention.

1.4. Research Contribution

The results of this study are expected to provide a number of benefits including the following:

1.4.1 Theoretical Contributions

1. For Researchers

This research is expected to be able to provide additional studies andknowledge on issues related to Brand Ambassador, Customer Experience, Company Image, and Company Trusttoward Repurchase Intentionand providing opportunities forresearchers to apply the theories that researchers obtain during the lecture processand be able to deepen them more broadly.

2. For Companies

   The results of this study are expected to provide knowledge, advice, andinput for entrepreneurs whether marketing strategies undertaken such asBrand Ambassador, Customer Experience, Company Image, and Company Trust toward Repurchase Intention.

3. For Academics

   This research is expected to be able to contribute and also additionalreferences for academics in conducting similar research and developing it in thefuture.

1.4.2. Practical Contributions

a. The results of the study are expected to be an additional source of reference for academics and parties related to education, which will be similar. And can be used as strategic input for companies in making decisions, especially in marketing.
b. It is expected to be used as a concept needed by entrepreneurs or prospective entrepreneurs to develop a business.

1.5 Contextual Descriptive

Tokopedia, founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison, is one of Indonesia's largest and most popular e-commerce platforms. Initially launched as an online marketplace for small businesses to sell their products, Tokopedia has grown into a full-fledged digital ecosystem, providing a wide range of services beyond just online shopping. In 2021, Tokopedia merged with Gojek to form GoTo, a tech conglomerate aimed at creating a more inclusive

digital economy in Indonesia.Tokopedia's mission is to empower businesses and individuals by providing them with access to the digital economy. The platform aims to support Indonesian SMEs (Small and Medium Enterprises) by offering them an online marketplace to reach a broader customer base, while also enabling consumers to access a wide variety of goods and services from across the archipelago.The company's vision is to build a seamless and inclusive digital ecosystem that improves the lives of its users and partners, contributing to Indonesia’s economic growth. This vision includes empowering both sellers and buyers, facilitating a transparent, reliable, and secure e-commerce environment.

Services and Features:

- Marketplace: Tokopedia is primarily known for its marketplace where users can buy and sell various products, ranging from electronics to fashion, beauty products, home goods, and even digital services.
- Payment Solutions: Tokopedia provides digital payment services through Tokopedia Pay (part of GoPay after the merger with Gojek), enabling users to make payments securely and efficiently.
- Logistics and Delivery: Tokopedia has partnered with various courier services to provide fast and reliable delivery options, including same-day delivery in certain regions.
- Digital Goods and Services: Beyond physical products, Tokopedia also offers digital products such as mobile top-ups, movie tickets, and utility bill payments, making it a comprehensive platform for both e-commerce and digital services.
- Tokopedia Partners: The platform enables partnerships with SMEs, large retailers, and even global brands to sell their products online, effectively bringing local and international goods to Indonesian consumers.

Tokopedia's Market Position and Competition:

Tokopedia operates in the highly competitive Indonesian e-commerce market, facing competition from platforms like Shopee, Lazada, and Bukalapak. Despite this competition, Tokopedia has managed to secure a strong foothold in the market due to its early launch, strategic partnerships, and its focus on empowering local businesses.Tokopedia differentiates itself through its user-friendly interface, variety of products, and its ongoing efforts to build trust and loyalty with both sellers and buyers. The platform also invests heavily in technology and data analytics, which helps personalize the shopping experience and optimize supply chain management.

Tokopedia's Customer Base:

Tokopedia's user base includes millions of Indonesian consumers and businesses, with a growing number of users from rural areas as the company works to expand internet access and digital literacy. Tokopedia caters to a diverse demographic, offering products and services that appeal to a wide range of consumers, from young professionals to families and older customers.The platform’s ability to adapt to Indonesian consumers' preferences has made it a go-to platform for both first-time online shoppers and regular e-commerce users. It is particularly popular for affordable pricing, sales promotions, and discount coupons, which appeal to the price-sensitive segment of the population.

Tokopedia's Business Model:

Tokopedia follows a freemium model where sellers can list products for free but pay a commission on transactions that occur through the platform. It also generates revenue from additional services, such as advertising and premium store listings that give sellers enhanced visibility on the platform.Tokopedia's business model also includes logistics services, offering solutions to vendors for warehousing, packaging, and shipping their products. Additionally, its fintech

offerings, like GoPay, play a key role in facilitating transactions and boosting engagement across the ecosystem.

Technology and Innovation:

Tokopedia leverages cutting-edge technology to maintain a competitive edge, utilizing advanced algorithms for personalized recommendations, dynamic pricing, and customer behavior analysis. The company invests significantly in its cloud infrastructure, ensuring the platform's scalability, security, and efficiency.Through its merger with Gojek and the formation of GoTo, Tokopedia now benefits from shared technological resources, expanding its capacity to provide seamless experiences across both e-commerce and on-demand services. This merger has also opened up new revenue streams by cross-selling services across both platforms.

Challenges and Future Outlook:

Despite its success, Tokopedia faces several challenges in the competitive e-commerce sector, including:

- Intense competition from both local and international players.
- Maintaining user trust amidst the risks of fraud and counterfeit goods.
- Logistical issues related to shipping and delivery in a geographically diverse archipelago.
- Customer retention as users have more options for online shopping.

Looking forward, Tokopedia's focus will be on innovation and enhancing user experience. The company is working to further integrate its marketplace with GoPay and Gojek's transportation and on-demand services, aiming to provide a holistic, frictionless ecosystem for users.Tokopedia is also positioning itself for future growth by expanding its reach into rural markets, developing new product categories, and boosting its technology infrastructure. With the backing of GoTo,

Tokopedia is poised to continue leading the digital transformation of Indonesia's economy.