

ABSTRAK

WEBSITE ATMOSPHERE, PENGGUNAAN BRAND AMBASSADOR, DAN KOREAN WAVE DALAM MEMPENGARUHI MINAT BELI ONLINE KONSUMEN PADA E-COMMERCE BLIBLI

Arin Risdiana
9882405117211068

Jumlah transaksi pada *e-commerce* setiap tahunnya mengalami kenaikan, di prediksi akan terus naik karena masyarakat masih melakukan aktivitas dari rumah karena pandemi. Dalam penelitian ini yang menjadi latar belakang masalah adalah kunjungan rendah yang dialami blibli terjadi pada saat belanja online sedang menjadi tren dimasa pandemi, penulis berasumsi terdapat beberapa hal yang mengakibatkan rendahnya kunjungan dipengaruhi oleh *Website Atmosphere*, penggunaan *Brand Ambassador*, dan *Korean Wave*. Penelitian ini bertujuan untuk mengetahui gambaran *Website Atmosphere*, *Brand Ambassador*, *Korean Wave*, dan *Minat Beli* online konsumen *E-Commerce* Blibli baik secara parsial maupun secara simultan. Metode yang digunakan pada penelitian ini adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi penelitian berjumlah 20.870.000 diambil dari jumlah pengunjung di bulan April tahun 2021, sedangkan sampel yang diambil sejumlah 270 secara acak dengan teknik *purposive sampling*. Gambaran variabel penelitian yang penulis lakukan mendapatkan hasil bahwa *Website Atmosphere*, *Brand Ambassador*, *Korean Wave* dan *Minat Beli* online konsumen pada *e-commerce* Blibli dinilai baik oleh responden dalam penelitian ini. Berdasarkan hasil uji kolerasi berganda, didapatkan nilai R sebesar 0,668 artinya secara keseluruhan terdapat hubungan yang kuat karena nilai R berada pada interval 0,600-0,799. Sedangkan menurut hasil uji determinasi didapatkan besar pengaruh dari *Website Atmosphere* sebesar 33,3%, *Brand Ambassador* sebesar 29,7%, *Korean Wave* sebesar 28,2%, dan secara bersamaan antara *Website Atmosphere*, *Brand Ambassador*, dan *Korean Wave* terdapat pengaruh sebesar 44,1%.

Kata Kunci : *Brand Ambassador, Korean Wave, Minat Beli, Website Atmosphere*

ABSTRACT

WEBSITE ATMOSPHERE, USE OF BRAND AMBASSADOR, AND KOREAN WAVE IN AFFECTING CONSUMER ONLINE BUYING INTEREST IN E-COMMERCE BLIBLI

Arin Risdiana
9882405117211068

The number of transactions in e-commerce every year has increased, it is predicted that it will continue to rise because people are still doing activities from home due to the pandemic. In this study, the background of the problem is that the low visits experienced by blibli occur when online shopping is a trend during the pandemic, the author assumes that there are several things that result in low visits influenced by the Website Atmosphere, the use of Brand Ambassadors, and the Korean Wave. This study aims to reveal the Website Atmosphere, Brand Ambassador, Korean Wave, and Interests Buy online consumer E-Commerce Blibli either partially or simultaneously. The method used in this study is a quantitative method with a descriptive and verification approach. The research population was 20,870,000 taken from the number of visitors in April 2021, while 270 samples were taken randomly with purposive sampling technique. The description of the research variabls that the author did get the results that the Website Atmosphere, Brand Ambassador, Korean Wave and online consumer e-commerce were buying interest in Blibli considered good by the respondents in this study. Based on the results of the multiple correlation test, an R value of 0.668 was obtained, meaning that overall there is a strong relationship because the R value is in the interval 0.600-0.799. Meanwhile, according to the results of the determination test, the influence of Website Atmosphere is 33.3%, Brand Ambassador is 29.7%, Korean Wave is 28.2%, and simultaneously between Website Atmosphere, Brand Ambassador, and Korean Wave there is an influence of 44. ,1%.

Keywords : *Brand Ambassador, Korean Wave, Buying Interest, Website Atmosphere*