

**THE EFFECT OF BRAND AMBASSADOR, ADVERTISING CAMPAIGN,
AND COUNTRY OF ORIGIN ON CONSUMER BUYING INTEREST IN
BANYUWANGI REGENCY ON TOKOPEDIA E-COMMERCE**

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ABSTRACT

This study employs a quantitative approach using survey techniques for data collection. Data was collected by distributing questionnaires to 40 Tokopedia customers in the Banyuwangi district. A multiple regression analysis was performed using SPSS software to analyze the data. The results show that three variables—brand ambassadors (X1), advertising campaigns (X2), and country of origin (X3)—simultaneously and significantly influence purchase intention (Y). Specifically, the variable brand ambassadors (X1) had no significant effect on purchase intention (Y), while the variables advertising campaigns (X2) and country of origin (X3) had a positive and significant effect on purchase intention for e-commerce with Tokopedia (Y) among consumers in the Banyuwangi district.

Keywords: Brand Ambassador, Advertising Campaign, Country of Origin, and Purchase Intention.