

Abstract

In the recent years digital shopping is becoming so popular that e-commerce and marketplace popularity rise a lot. This study has a purpose to test the effect of digital marketing, word of mouth, and brand ambassador to purchase decision and brand awareness, and also the effect of brand awareness to purchase decision of Tokopedia users. With a total of 171 respondents who have used and shopped using Tokopedia app across Jabodetabek area. The data then will be analyzed using Smart PLS to find the correlation between each variable and find the effect of digital marketing, word of mouth, and brand ambassador to both purchase decision and brand awareness, and also the effect of brand awareness to purchase decision. The results are: 1. Digital marketing affect purchase decision positively and significantly. 2. Word of mouth affect purchase decision positively and significantly. 3. Brand ambassador affect purchase decision negatively and insignificantly. 4. Digital marketing affect brand awareness positively and significantly. 5. Word of mouth affect brand awareness positively and significantly. 6. Brand ambassador affect purchase decision positively but is insignificant. 7. Brand awareness affect purchase decision positively and significantly

Keywords: *Digital Marketing, Word of Mouth, Brand Ambassador, Brand Awareness, Purchase Decision*