

**INFLUENCE OF ADVERTISING CAMPAIGN, BRAND
AMBASSADOR AND COUNTRY OF ORIGIN ON CONSUMER
BUYING INTEREST THROUGH SHOPPING SATISFACTION
AT THE MARKETPLACE**

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Untuk Memenuhi Persyaratan Memperoleh Gelar Sarjana Pada Program Studi
Manajemen Fakultas Ekonomi dan Bisnis
Universitas Labuhanbatu



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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS LABUHANBATU
RANTAUPRAPAT
2023**

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JUDUL SKRIPSI : INFLUENCE OF ADVERTISING CAMPAIGN, BRAND
AMBASSADOR AND COUNTRY OF ORIGIN ON
CONSUMER BUYING INTEREST THROUGH SHOPPING
SATISFACTION AT THE MARKETPLACE

RANTAU PRAPAT,

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Keywords: Advertising campaign, brand ambassador, country of origin, interest to buy, shopping satisfaction.

Abstract

This research aims to determine the influence of advertising campaigns, brand ambassadors and country of origin on consumer buying interest through shopping satisfaction in the marketplace. This study uses a quantitative approach. Data collection was carried out using a survey method, by distributing online questionnaires to respondents, namely marketplace users in Panai Tengah District who had done online shopping. Researchers took a sample of 100 respondents using the purposive sampling method. The analysis technique in this research uses the Structural Equation Model (SEM) Partial Least Square (PLS) with the SmartPLS 4 application. The results of this research show that it is proven that advertising campaigns, brand ambassadors, country of origin have a positive and significant effect on consumer buying interest, it is proven that advertising campaign, country of origin has a positive and significant effect on shopping satisfaction, and it is proven that purchase interest has a positive and significant effect on shopping satisfaction.