

ABSTRAK

Tujuan penelitian ini adalah untuk menguji peran brand image sebagai variabel pemediasi kualitas produk dan brand ambassador terhadap keputusan pembelian. Penelitian ini dilakukan untuk menguji: (1) pengaruh kualitas produk terhadap brand image (2) pengaruh brand ambassador terhadap brand image (3) pengaruh brand image terhadap keputusan pembelian (4) pengaruh kualitas produk terhadap keputusan pembelian (5) pengaruh brand ambassador terhadap keputusan pembelian (6) pengaruh kualitas produk terhadap keputusan pembelian melalui brand image (7) pengaruh brand ambassador terhadap keputusan pembelian melalui brand image.

Penelitian ini menggunakan teknik purposive sampling dengan jumlah sampel 90 responden. Metode yang digunakan dalam penelitian ini yaitu pendekatan metode PLS (Partial Least Square) dengan menggunakan software SmartPLS 4.0

Hasil penelitian ini membuktikan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap brand image (2) brand ambassador berpengaruh positif dan signifikan terhadap brand image (3) brand image berpengaruh positif dan signifikan terhadap keputusan pembelian (4) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian (5) brand ambassador berpengaruh positif dan signifikan terhadap keputusan pembelian (6) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian melalui brand image (7) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian melalui brand image.

Kata kunci : kualitas produk, brand ambassador, brand image, keputusan pembelian

ABSTRACT

The purpose of this study is to examine the role of brand image as a mediating variable of product quality and brand ambassador for purchasing decisions. This study was conducted to test: (1) the influence of product quality on brand image (2) the influence of brand ambassadors on brand image (3) the influence of brand image on purchasing decisions (4) the influence of product quality on purchasing decisions (5) the influence of brand ambassadors on purchasing decisions (6) the influence of product quality on purchasing decisions through brand image (7) the influence of brand ambassadors on purchasing decisions through brand image.

This study used purposive sampling technique with a sample of 90 respondents. The method used in this study is the PLS (Partial Least Square) method approach using SmartPLS 4.0 software.

The results of this study prove that (1) product quality has a positive and significant effect on brand image (2) brand ambassador has a positive and significant effect on brand image (3) brand image has a positive and significant effect on purchasing decisions (4) product quality has a positive and significant effect on purchasing decisions (5) brand ambassadors have a positive and significant effect on purchasing decisions (6) product quality has a positive and significant effect on purchasing decisions On purchasing decisions through brand image (7) product quality has a positive and significant effect on purchasing decisions through brand image.

Keywords : product quality, brand ambassador, brand image, purchasing decision