

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand ambassador* dan *electronic word of mouth* terhadap keputusan pembelian nature republic pada mahasiswa Manajemen Universitas Buana Perjuangan Karawang baik secara parsial maupun simultan. Penelitian dilakukan dengan menggunakan metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 109 responden dengan menggunakan Teknik probability sampling. Teknik analisis adalah analisis regresi linear berganda, uji asumsi klasik, uji hipotesis, dan koefisien determinasi dengan pengolahan data menggunakan program SPSS V.26. Hasil penelitian ini menunjukkan bahwa *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan variabel *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan hasil uji hipotesis simultan menunjukkan bahwa *brand ambassador* dan *electronic word of mouth* secara bersama sama atau simultan berpengaruh signifikan terhadap keputusan pembelian..

Kata kunci: *Brand Ambassador*, *Electronic Word Of Mouth*, Keputusan Pembelian



ABSTRACT

This study aims to examine the effect of brand ambassadors and electronic word of mouth on purchasing decisions of nature republic on management students at Buana Perjuangan Karawang University, either partially or simultaneously. The study was conducted using descriptive and verification methods with a total sample of 109 respondents using probability sampling technique. The analysis technique is multiple linear regression analysis, classical assumption test, hypothesis testing, and coefficient of determination with data processing using SPSS V.26 program. The results of this study indicate that the brand ambassador has a positive and significant effect on purchasing decisions, and the electronic word of mouth variable has a positive and significant effect on purchasing decisions. Based on the results of the simultaneous hypothesis test, it shows that the brand ambassador and electronic word of mouth simultaneously or simultaneously have a significant effect on purchasing decisions.

Keywords: Brand Ambassador, Electronic Word Of Mouth, Purchase Decision

