

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh *brand ambassador* dan *brand image* terhadap keputusan pembelian produk ms glow baik secara parsial maupun simultan dengan pendekatan deskriptif dan kualitatif. Jumlah sampel adalah sebanyak 105 responden menggunakan teknik *Probability Sampling*. Metode yang digunakan adalah deskriptif dan varifikatif. Teknik analisis data yang digunakan yaitu teknik analisis rentang skala dan analisis jalur. Dari hasil analisis data penelitian, diperoleh kesimpulan sebagai berikut : menjelaskan bahwa *brand ambassador*, *brand image* dan keputusan pembelian dinilai baik. Terdapat korelasi yang positif dan signifikan antara *brand ambassador* dan *brand image*. Kemudian secara parsial dan simultan menunjukkan terdapat pengaruh *brand ambassador* terhadap keputusan pembelian, terdapat pengaruh *brand image* terhadap keputusan pembelian, terdapat pengaruh simultan *brand ambassador* dan *brand image* terhadap keputusan pembelian. Dari hasil kesimpulan diatas, saran yang dapat diberikan antara lain : dalam meningkatkan keputusan pembelian produk MS GLOW, perlu ditingkatkan seperti memberikan kualitas pelayanan yang cepat tanggap terhadap konsumen, memberikan kualitas produk yang baik untuk konsumen.

Kata kunci: *Brand Ambassador*, *Brand Image*, Keputusan Pembelian



ABSTRACT

This study aims to explain the influence of brand ambassadors and brand image on purchasing decisions for MS GLOW products, either partially or simultaneously with a descriptive and qualitative approach. The number of samples is 105 respondents using probability sampling technique. The method used is descriptive and verification. The data analysis technique used is the scale range analysis technique and path analysis. From the results of research data analysis, the following conclusions were obtained : explained that the brand ambassador, brand image and purchasing decisions were considered good. There is a positive and significant correlation between brand ambassador and brand image. Then partially and simultaneously shows that there is an influence of brand ambassador on purchasing decisions, there is an influence of brand image on purchasing decisions, there is a simultaneous influence of brand ambassador and brand image on purchasing decisions. From the conclusions above, suggestions that can be given include : in improving purchasing decisions for MS GLOW product, it needs to be improved such as providing quality service that is responsive to consumers, providing good quality products for consumers.

Keywords : Brand Ambassadors, Brand Image, Purchasing Decisions

