PENGARUH *BRAND AMBASSADOR* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *BRAND* LOKAL (STUDI PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS PENDIDIKAN GANESHA)

Oleh
Dharojatunnazifah
NIM 2017011017

ABSTRAK

Penelitian ini memiliki tujuan mengetahui pengaruh *brand ambassador* dan *brand image* bagi Keputusan Pembelian pada konsumen produk brand lokal pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha. Penelitian ini tergolong penelitian kuantitatif dengan desain penelitian kausal. Populasi yang diujikan yakni 100 mahasiswa fakultas ekonomi dengan sampel sebanyak 100 responden konsumen produk brand lokal. Metode untuk mengumpulkan datanya dilaksanakan melalui penggunaan metode kuesioner. Teknik analisis data yang dipergunakan yakni analisis regresi linier berganda, dengan pengolahan data dilakukan menggunakan program SPSS 25 for Windows. Hasil studi inipun membuktikan bahwasanya (1) ada pengaruh signifikan dari brand ambassador; (2) ada pengaruh signifikan dari brand image; dan (3) ada pengaruh signifikan dari brand ambassador dan brand image bagi Keputusan pembelian produk brand lokal pada mahasiswa fakultas ekonomi universitas Pendidikan Ganesha.

Kata kunci: Brand Ambassador, Brand Image, keputusan pembelian.

INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE REGARDING THE DECISION TO PURCHASE LOCAL BRAND PRODUCTS (STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS GANESHA EDUCATIONAL UNIVERSITY)

By

Dharojatunnazifah

NIM 2017011017

ABSTRACT

This research aims to determine the influence of brand ambassadors and brand image on purchasing decisions among consumers of local brand products among students at the Faculty of Economics, Ganesha Education University. This research is classified as quantitative research with a causal research design. The population tested was 100 economics faculty students with a sample of 100 respondents who were consumers of local brand products. The method for collecting data was carried out through the use of a questionnaire method. The data analysis technique used is multiple linear regression analysis, with data processing carried out using the SPSS 25 for Windows program. The results of this study also prove that (1) there is a significant influence from brand ambassadors; (2) there is a significant influence from brand image; and (3) there is a significant influence of brand ambassadors and brand image on purchasing decisions for local brand products among students at the economics faculty at Ganesha Education University.

Keywords: Brand Ambassador, Brand Image, purchasing decisions.