

Ni Ketut Oni Widarianti (2026), *Pengaruh Kualitas Produk, Citra Merek, dan Brand Ambassador terhadap Keputusan Pembelian MS Glow di Baturiti, Kabupaten Tabanan, Provinsi Bali*. Tesis, Program Studi Ilmu Manajemen.

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Kata-kata kunci: *brand ambassador*, citra merek, keputusan pembelian, kualitas produk.

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan dan menguji besarnya pengaruh beberapa variabel, yaitu: (1) kualitas produk, (2) citra merek, (3) *brand ambassador*, dan (4) kualitas produk, citra merek, serta brand ambassador secara bersama-sama terhadap keputusan pembelian produk MS Glow di Baturiti, Kabupaten Tabanan, Provinsi Bali. Populasi dalam penelitian ini adalah seluruh konsumen MS Glow di wilayah Baturiti. Penentuan sampel menggunakan teknik *purposive sampling*, dengan kriteria responden merupakan konsumen yang telah melakukan pembelian minimal dua kali, sehingga diperoleh sebanyak 180 responden. Penelitian ini dirancang dalam bentuk penelitian kuantitatif kausal. Data dalam penelitian ini dikumpulkan menggunakan instrumen kuesioner yang memuat pernyataan terkait kualitas produk, citra merek, brand ambassador, dan keputusan pembelian. Data dianalisis dengan menggunakan analisis regresi linier sederhana dan analisis regresi linier berganda untuk mengetahui pengaruh secara parsial maupun simultan antarvariabel. Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh positif dan signifikan kualitas produk terhadap keputusan pembelian; (2) terdapat pengaruh positif dan signifikan citra merek terhadap keputusan pembelian; (3) terdapat pengaruh positif dan signifikan *brand ambassador* terhadap keputusan pembelian; dan (4) terdapat pengaruh positif dan signifikan kualitas produk, citra merek, dan brand ambassador secara bersama-sama terhadap keputusan pembelian produk MS Glow di Baturiti. Dengan demikian, peningkatan kualitas produk, penguatan citra merek, serta pemilihan brand ambassador yang tepat dapat menjadi strategi yang efektif dalam meningkatkan keputusan pembelian konsumen MS Glow di Baturiti.

Ni Ketut Oni Widarianti (2026), *The Influence of Product Quality, Brand Image, and Brand Ambassador on Purchasing Decisions of MS Glow in Baturiti, Tabanan Regency, Bali Province. Master's Thesis, Management Study Program.*

This thesis has been reviewed and approved by Supervisor I: Dr. Ni Made Ary Widiastini, S.ST.Par., M.Par., and Supervisor II: Prof. Putu Indah Rahmawati, S.ST.Par., M.Bis., Ph.D.

Abstract

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

This study aims to describe and examine the magnitude of the influence of several variables, namely: (1) product quality, (2) brand image, (3) brand ambassador, and (4) product quality, brand image, and brand ambassador simultaneously on purchasing decisions of MS Glow products in Baturiti, Tabanan Regency, Bali Province. The population in this study consisted of all MS Glow consumers in the Baturiti area. The sample was determined using a purposive sampling technique with the criteria that respondents had purchased MS Glow products at least twice, resulting in a total of 180 respondents. This research was designed as a causal quantitative study. Data were collected using a questionnaire instrument containing statements related to product quality, brand image, brand ambassador, and purchasing decisions. The data were analyzed using simple linear regression analysis and multiple linear regression analysis with the assistance of IBM SPSS Statistics to determine the partial and simultaneous effects among variables. The results of the study indicate that: (1) product quality has a positive and significant effect on purchasing decisions; (2) brand image has a positive and significant effect on purchasing decisions; (3) brand ambassador has a positive and significant effect on purchasing decisions; and (4) product quality, brand image, and brand ambassador simultaneously have a positive and significant effect on purchasing decisions of MS Glow products in Baturiti. Therefore, improving product quality, strengthening brand image, and selecting the appropriate brand ambassador can be effective strategies to increase consumer purchasing decisions of MS Glow products in Baturiti.