

ABSTRAK

Nita Zhafirah Abubakar (02041711108). Pengaruh *Brand Ambassador* Terhadap Keputusan Pembelian Di Shopee Yang Di Mediasi Oleh *Brand Image* (Studi Kasus Pada Masyarakat Di Kota Ternate). Di bawah bimbingan Dr. E. Ida Hidayanti, SE., M.Si dan Johan Fahri, SE., MPM., PH.D

Tujuan dari penelitian ini adalah: (1) untuk menguji dan menganalisa pengaruh *brand ambassador* terhadap *brand image* di Shopee (2) untuk menguji dan menganalisa pengaruh *brand ambassador* terhadap keputusan pembelian di Shopee (3) untuk menguji dan menganalisa pengaruh *brand image* terhadap keputusan pembelian (4) untuk menguji dan menganalisa pengaruh *brand ambassador* terhadap keputusan pembelian di Shopee yang di mediasi oleh *brand image*. Jumlah sampel dalam penelitian ini sebanyak 100 responden yaitu masyarakat di Kota Ternate yang pernah melakukan pembelian di Shopee. Metode analisis data yang di gunakan dalam penelitian ini adalah uji validitas, uji reabilitas, *path analysis*, dan uji *sobel test online* dengan bantuan program SPSS 23.0.

Hasil penelitian ini menunjukkan bahwa: (1) *brand ambassador* berpengaruh positif dan signifikan terhadap *brand image* (2) *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian (3) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian (4) *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian yang di mediasi oleh *brand image*.

Kata kunci: *brand ambassador*, *brand image* dan keputusan pembelian.

ABSTRACT

Nita Zhafirah Abubakar (02041711108). The Influence of Brand Ambassadors on Purchasing Decisions at Shopee Mediated by Brand Image (Case Study of Communities in Ternate City). Under the guidance of Dr. E. Ida Hidayanti, SE., M.Si and Johan Fahri, SE., MPM., PH.D

Objectives of this study were: (1) to examine and analyze the influence of brand ambassadors on brand image Shopee's (2) to test and analyze the influence of brand ambassadors on purchasing decisions at Shopee (3) to test and analyze the influence of brand image on purchasing decisions at Shopee (4) to test and analyze the influence of brand ambassadors on purchasing decisions at Shopee which are mediated by brand image. The number of samples in this study were 100 respondents, namely people in Ternate City who had made purchases at Shopee. The analytical method used in this research is validity test, reliability test, path analysis, and online sobel test with the help of the SPSS 23.0 program.

The results of this study indicate that: (1) Brand ambassadors have a positive and significant effect on brand image (2) Brand ambassadors have a positive and significant effect on purchasing decisions (3) Brand image has a positive and significant effect on purchasing decisions (4) significant effect on purchasing decisions. Brand ambassadors have a positive and significant on purchasing decisions mediated by brand image.

Keywords: Brand ambassador, brand image, and purchase decisions.