

INTISARI

Peningkatan penjualan pada produk kosmetik tidak lepas dari indikator yang membuat konsumen tertarik melakukan keputusan pembelian, seperti *brand ambassador* dan *brand image*. Untuk itu penelitian ini memiliki tujuan untuk: (1) Mengetahui pengaruh variabel *brand ambassador* terhadap keputusan pembelian produk kosmetik MakeOver. (2) Mengetahui pengaruh variabel *brand image* terhadap keputusan pembelian produk kosmetik MakeOver. (3) Mengetahui pengaruh variabel *brand ambassador* dan *brand image* terhadap keputusan pembelian produk kosmetik MakeOver. Metode yang digunakan adalah eksplanatori kuantitatif. Hasil menunjukkan bahwa (1) *Brand Ambassador* berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian produk kosmetik MakeOver melalui uji parsial. (2) *Brand Image* berpengaruh positif signifikan terhadap keputusan pembelian produk kosmetik MakeOver melalui uji parsial. (3) *Brand Ambassador* dan *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian produk MakeOver melalui uji simultan.

Kata Kunci : Brand Ambassador, Brand Image, Keputusan Pembelian

ABSTRACT

The increase in sales of cosmetic products cannot be separated from indicators that make consumers interested in making purchasing decisions, such as brand ambassadors and brand image. For this reason, this study aims to: (1) Determine the effect of the brand ambassador variable on purchasing decisions for MakeOver cosmetic products. (2) Knowing the effect of brand image variables on purchasing decisions for MakeOver cosmetic products. (3) Knowing the effect of brand ambassador and brand image variables on the decision to purchase MakeOver cosmetic products. The method used is explanatory quantitative. The results show that (1) Brand Ambassador has a positive but not significant effect on purchasing decisions for MakeOver cosmetic products through a partial test. (2) Brand Image has a significant positive effect on purchasing decisions for MakeOver cosmetic products through a partial test. (3) Brand Ambassador and Brand Image have a positive and significant effect on purchasing decisions for MakeOver products through a simultaneous test.

Keywords : Brand Ambassador, Brand Image, Purchase Decision