

ABSTRAK

Nurul Aini Safitri 150211100011. Pengaruh *Brand Ambassador* terhadap Keputusan Pembelian Kosmetik Wardah Melalui *Brand Image* pada Mahasiswa Manajemen Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Di bawah bimbingan Dr. A. Yahya Surya Winata, SE.,M.Si dan Drs. Ec.Mudji Kuswinarno. M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh kemampuan *brand ambassador* terhadap keputusan pembelian kosmetik Wardah melalui mediasi *brand image*.

Penelitian ini merupakan penelitian kuantitatif deskriptif, responden dalam penelitian ini adalah mahasiswa prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura yang mengetahui iklan Wardah dan membeli kosmetik Wardah. Teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah sampel sebanyak 92 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah analisis path.

Hasil penelitian menunjukkan bahwa: *brand ambassador*, *brand image* dan keputusan pembelian kosmetik Wardah berada dalam kategori baik. *brand ambassador* berpengaruh signifikan terhadap *brand image* kosmetik Wardah, dengan nilai koefisien regresi sebesar 0,747; *Brand ambassador* berpengaruh signifikan terhadap keputusan pembelian konsumen kosmetik Wardah, dengan nilai koefisien regresi sebesar 0,422; *Brand image* berpengaruh signifikan terhadap keputusan pembelian konsumen kosmetik Wardah, dengan nilai koefisien regresi sebesar 0,246; dan *brand ambassador* berpengaruh terhadap keputusan pembelian konsumen kosmetik Wardah yang dimediasi oleh *brand image*, dengan nilai koefisien mediasi sebesar 0,183.

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

ABSTRACT

Nurul Aini Safitri 150211100011. The Effect of Brand Ambassador at the Decision of Purchasing Wardah Cosmetics through Brand Image to the Students of Management Faculty of Economics and Business University of Trunojoyo Madura. Under the guidance of Dr. A. Yahya Surya Winata, SE,.M.Si and Drs. EC.Mudji Kuswinarno. M.Si.

This research purposes to find out the effect of brand ambassador skill at the decision of purchasing Wardah cosmetics through the mediation of brand image.

This research is descriptive quantitative research. The respondent in this research is the students of Management Study Program Faculty of Economics and Business University of Trunojoyo Madura which know Wardah advertisement and buy Wardah cosmetics. The technique of sampling uses simple random sampling with the total of sample amount of 92 people. The technique of collecting the data uses questionnaire that is tested its validity and its reliability. The technique of analysing the data uses path analysis.

The results of the research show that: brand ambassador, brand image and the decision of purchasing Wardah cosmetics in a good category. Brand Ambassador has a significant effect on brand image of Wardah cosmetics, with the value of regression coefficient of 0.747; Brand ambassador has a significant effect on the decision of purchasing Wardah cosmetics' consumer, with the value of regression coefficient of 0,422; Brand image has a significant role at the decision of purchasing Wardah cosmetics' consumer., with the value of regression coefficient of 0,246; and Brand ambassador affects to the decision of purchasing Wardah cosmetics' consumer which are mediated by brand image, with the value of mediation coefficient of 0,183.

Keywords: Brand Ambassador, Brand Image, the Decision of Purchasing