

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *brand ambassador* dan *brand image* terhadap keputusan pembelian melalui *electronic word of mouth* sebagai variabel intervening pada produk skincare di *e-commerce* Sociolla. Penelitian ini merupakan jenis penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen pengguna *e-commerce* Sociolla yang telah melakukan pembelian minimal dua kali dan paham mengenai produk-produk skincare di *e-commerce* Sociolla. Jumlah sampel dalam penelitian ini adalah 100 responden. Pengambilan sampel dalam penelitian ini menggunakan metode *probability sampling*. Teknik analisis data pada penelitian ini menggunakan *Partial Least Square* (PLS) dengan bantuan *software* SmartPLS versi 3.2.9.

Hasil dari pengujian pada penelitian ini adalah *brand ambassador* dan *Brand Image* tidak berpengaruh terhadap Keputusan Pembelian, sedangkan *brand ambassador* dan *brand image* berpengaruh positif dan signifikan terhadap *electronic word of mouth*. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *electronic word of mouth*. *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *electronic word of mouth*.

Kata Kunci: *Brand Ambassador, Brand Image, Electronic Word of Mouth, Keputusan Pembelian.*

ABSTRACT

This research aimed to examine and analyze the effect of brand ambassadors and brand image on the purchasing decisions of the skincare products at Sociolla E-commerce, with the electronic word of mouth as an intervening variable. The research was quantitative. Furthermore, the population was customers or users of Sociolla E-commerce who had purchased twice and had known about the skincare products at Sociolla E-commerce. Moreover, the data collection technique used probability sampling. In line with that, there were 100 respondents as the sample. The data analysis technique used Partial Least Square (PLS) with SmartPLS 3.2.9 version.

The result showed that both brand ambassador and brand image did not affect purchasing decisions. However, the brand ambassador, as well as brand image had a positive and significant effect on electronic word of mouth. Likewise, electronic word of mouth had a positive and significant effect on purchasing decisions. Additionally, brand ambassador had a positive and significant effect on purchasing decisions through electronic word of mouth. Similarly, brand image had a positive and significant effect on purchasing decisions through electronic word of mouth.

Keywords: Brand Ambassador, Brand Image, Electronic Word Of Mouth, Purchasing Decisions

