

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh *brand ambassador* dan *service quality* terhadap *purchasing decisions* sepeda motor yamaha nmax melalui *brand image* sebagai variabel moderasi pada yamaha cabang lubuk begalung kota padang. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 64 responden. Metode analisis yang digunakan adalah *moderated regresion analysis* menggunakan SPSS.

Hasil penelitian yang didapatkan *Brand Ambassador* berpengaruh tidak signifikan terhadap *Purchasing Decisions*. *Service Quality* berpengaruh signifikan terhadap *Purchasing Decisions*. *Brand Ambassador* ( $X_1$ ) \* *Brand Image* ( $Z$ ) berpengaruh tidak signifikan terhadap *Purchasing Decisions*. *Service Quality* ( $X_2$ ) \* *Brand Image* ( $Z$ ) berpengaruh signifikan terhadap *Purchasing Decisions*.

Kontibusi sumbangan *Brand Ambassador*, *Service Quality*, *Brand Ambassador* ( $X_1$ ) \* *Komitmen Organisasi* ( $Z$ ) dan *Service Quality* ( $X_2$ ) \* *Brand Image* ( $Z$ ) terhadap variabel dependen *Purchasing Decisions* ( $Y$ ) adalah sebesar 79,6%. Sedangkan sisanya adalah sebesar 20,4% dipengaruhi oleh variabel lain di luar penelitian ini.

**Kata Kunci :** *Brand Ambassador, Service Quality, Brand Image Dan Purchasing Decisions*

### **ABSTRACT**

*This study aims to examine how much influence brand ambassadors and service quality have on purchasing decisions for yamaha nmax motorbikes through brand image as a moderating variable at yamaha lubuk begalung branch in padang city. The method of collecting data through surveys and circulating questionnaires, with a sample of 64 respondents. The analysis method used is moderated regression analysis using SPSS.*

*The results of the research obtained by Brand Ambassador have an insignificant effect on Purchasing Decisions. Service Quality has a significant effect on Purchasing Decisions. Brand Ambassador (X1) \* Brand Image (Z) has an insignificant effect on Purchasing Decisions. Service Quality (X2) \* Brand Image (Z) has a significant effect on Purchasing Decisions.*

*The contribution of Brand Ambassador, Service Quality, Brand Ambassador (X1) \* Organizational Commitment (Z) and Service Quality (X2) \* Brand Image (Z) to the dependent variable Purchasing Decisions (Y) is 79.6%. While the remaining 20.4% is influenced by other variables outside this study.*

**Keywords: Brand Ambassador, Service Quality, Brand Image and Purchasing Decisions**