

ABSTRAK

Weno Kurniawan 17101155310365. Manajemen (2021), “Pengaruh *Brand Ambassador* & kualitas produk terhadap keputusan pembelian sepeda motor yamaha Mio M3 dengan *Brand Image* sebagai variabel intervening (study kasus: kepada masyarakat Lubuk Begalung, Kota Padang)” dibawah bimbingan bapak Dr. Yulasma, S.E., M.M dan ibu Nila Pratiwi, S.HI., M.A.

Penelitian ini bertujuan untuk menguji seberapa besar, Pengaruh *Brand Ambassador* & kualitas produk terhadap keputusan pembelian sepeda motor yamaha Mio M3 dengan *Brand Image* sebagai variabel intervening. Metode pengumpulan data melalui survei dan mengedarkan kuesioner, dengan Sampel 100 responden yang didapat dengan rumus slovin pada populasi mahasiswa jurusan manajemen Universitas Putra Indonesia YPTK sebanyak 1.904orang mahasiswa jurusan manajemen Universitas Putra Indonesia YPTK. Metode analisis yang digunakan adalah analisis regresi linier berganda dan analisis jalur (*path analysis*)

Hasil penelitian ini yaitu (1) Terdapat pengaruh positif dan signifikan antara *Brand Ambassador* terhadap *Brand Image* pada sepeda motor Yamaha Mio M3. (2) Terdapat pengaruh positif dan signifikan antara kualitas produk terhadap *Brand Image* pada sepeda motor Yamaha Mio M3. (3) Terdapat pengaruh positif dan signifikan antara *Brand Ambassador* terhadap keputusan pembelian pada sepeda motor Yamaha Mio M3. (4) Terdapat pengaruh positif dan signifikan antara kualitas produk terhadap keputusan pembelian pada sepeda motor Yamaha Mio M3. (5) Terdapat pengaruh positif dan signifikan antara *Brand Image* terhadap keputusan pembelian pada sepeda motor Yamaha Mio M3. (6) *Brand Image* tidak memediasi *Brand Ambassador* terhadap keputusan pembelian. (7) *Brand Image* tidak memediasi kualitas produk terhadap keputusan pembelian. Dan berdasarkan uji koefisien determinasi (R^2) nilainya adalah 0,474. Hal ini menunjukkan bahwa besarnya persentase kontribusi variabel Brand Ambassador dan kualitas produk terhadap keputusan pembelian adalah 47,4% sisanya dipengaruhi oleh variabel lain diluar penelitian ini

Kata Kunci: *Brand Ambassador*, Kualitas produk, Individual keputusan pembelian dan *Brand Image*

ABSTRACT

Weno kurniawan, 17101155310365. Management (2021), " the influence of brand ambassadors & product quality on purchasing decisions for yamaha mio m3 motorcycles with brand image as an intervening variable (Case Study: to the people of Lubuk Begalung, Padang City)" under the guidance of Dr. Yulasm, S.E., M.M and Nila Pratiwi, S.HI., M.A

This study aims to examine how big the influence of Brand Ambassador & product quality on purchasing decisions for a Yamaha Mio M3 motorcycle with Brand Image as an intervening variable. The method of collecting data is through surveys and circulation, with a 100-responder questionnaire obtained by the slovin formula on a population of students majoring in management at Putra Indonesia University YPTK as many as 1,904 students majoring in management at Putra Indonesia University YPTK. The analytical method used is multiple linear regression analysis and path analysis.

The results of this study are (1) There is a positive and significant influence between Brand Ambassadors on Brand Image on Yamaha Mio M3 motorcycles. (2) There is a positive and significant effect between product quality and Brand Image on Yamaha Mio M3 motorcycles. (3) There is a positive and significant influence between Brand Ambassadors on purchasing decisions on Yamaha Mio M3 motorcycles. (4) There is a positive and significant influence between product quality on purchasing decisions on Yamaha Mio M3 motorcycles. (5) There is a positive and significant influence between Brand Image on purchasing decisions on Yamaha Mio M3 motorcycles. (6) Brand Image does not mediate Brand Ambassador on purchasing decisions. (7) Brand Image does not mediate product quality on purchasing decisions. And based on the coefficient of determination test (R²) the value is 0.474. This shows that the percentage contribution of the Brand Ambassador variable and product quality to purchasing decisions is 47.4%, the rest is influenced by other variables outside of this study.

Keywords: *Brand Ambassador, Product quality, Individual purchasing decisions and Brand Image*