

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh *Brand Ambassador* Dan Kualitas Produk Terhadap Keputusan Pembelian Motor Yamaha N-Max 155 Dengan *Brand Image* Sebagai Variabel Intervening (Studi Kasus Pada Pengguna Yamaha N-Max 155 Di Lubuk Begalung Kota Padang). Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda dan analisis jalur menggunakan SPSS 21.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh *Brand Ambassador* dan Kualitas Produk berpengaruh signifikan terhadap *Brand Image*. Kemudian *Brand Ambassador*, Kualitas Produk dan *Brand Image* berpengaruh signifikan terhadap Keputusan Pembelian. Pengaruh langsung Kompensasi lebih kecil dibandingkan pengaruh tidak langsung Kompensasi terhadap Kinerja Karyawan melalui Kepuasan Kerja. *Brand Image* tidak memediasi hubungan antara *Brand Ambassador* terhadap Keputusan Pembelian. *Brand Image* tidak memediasi hubungan antara Kualitas Produk terhadap Keputusan Pembelian.

Kontibusi sumbangan variabel *independen Brand Ambassador* dan Kualitas Produk terhadap variabel *dependen Brand Image* adalah sebesar 49,9%. Sedangkan sisanya adalah sebesar 51,1% dipengaruhi oleh variabel lain di luar penelitian ini. Serta sumbangan variabel *independen Brand Ambassador*, Kualitas Produk dan *Brand Image* terhadap variabel *dependen* Keputusan Pembelian adalah sebesar 74,0%. Sedangkan sisanya adalah sebesar 26,0% dipengaruhi oleh variabel lain di luar penelitian ini.

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

## **ABSTRACT**

*This study aims to examine how much influence the brand ambassador and product quality have on purchasing decisions for a Yamaha N-Max 155 motorbike with brand image as an intervening variable (a case study on Yamaha N-Max 155 users in Lubuk Begalung, Padang city). Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The method of analysis used is multiple linear regression analysis and path analysis using SPSS 21.*

*The results obtained based on the partial test (t test) obtained by Brand Ambassador and Product Quality have a significant effect on the Brand Image. Then Brand Ambassador, Product Quality and Brand Image have a significant effect on Purchasing Decisions. The direct effect of compensation is smaller than the indirect effect of compensation on employee performance through job satisfaction. Brand Image does not mediate the relationship between the Brand Ambassador and the Purchase Decision. Brand Image does not mediate the relationship between Product Quality and Purchase Decisions.*

*The contribution of the independent variable of Brand Ambassador and Product Quality to the dependent variable of Brand Image is 49.9%. While the rest is 51.1% influenced by other variables outside this study. As well as the independent variable contribution of Brand Ambassador, Product Quality and Brand Image to the dependent variable of Purchasing Decision amounted to 74.0%. While the rest is 26.0% influenced by other variables outside this study.*

**Keywords : Brand Ambassador, Product Quality, Brand Image, Purchase Decision**