

***The Effect of Brand Ambassador, Brand Image, EWOM on Purchase Decision
Skincare Product MS Glow in Jakarta Selatan***

By: Agyandra Reyhan Handayana

Abstract

This research is a quantitative study which aims to find out, prove and analyze the influence of brand ambassadors, brand image, eWOM and purchasing decisions for MS Glow skincare products in South Jakarta. The population used in this research were consumers of MS Glow skincare products in South Jakarta. Next, the sample obtained was 100 respondents and the data was collected via Google Form in the form of a questionnaire. In this research, purposive sampling technique was used with descriptive analysis and inferential analysis. Next, the data is processed using an application called Smart PLS 4.0. So, data processing obtained the results that (1) brand ambassadors had no influence on the decision to purchase MS Glow skincare in South Jakarta (2) brand image had an influence on the decision to purchase MS Glow skincare in South Jakarta (3) ewom had an influence on the decision to purchase MS skincare Glow in South Jakarta.

Keyword: Brand Ambassador, Brand Image, EWOM, Purchase Decision

Pengaruh *Brand Ambassador*, Citra Merek dan *EWOM* Terhadap Keputusan Pembelian Produk *Skincare* MS Glow di Jakarta Selatan

Oleh Agyandra Reyhan Handayana

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, membuktikan dan menganalisa pengaruh *brand ambassador*, citra merek, *ewom* dan keputusan pembelian dari produk *skincare* MS Glow di Jakarta Selatan. Populasi yang digunakan dalam penelitian ini adalah konsumen dari produk *skincare* MS Glow di Jakarta Selatan. Berikutnya, sampel yang diperoleh sebanyak 100 responden dan data dikumpulkan melalui *google form* dengan berbentuk kuesioner. Dalam penelitian ini menggunakan teknik *purposive sampling* dengan analisis deskriptif dan analisis inferensial. Selanjutnya, data diolah menggunakan aplikasi bernama Smart PLS 4.0. Sehingga, pengolahan data memperoleh hasil bahwa (1) *brand ambassador* tidak berpengaruh terhadap keputusan pembelian *skincare* MS Glow di Jakarta Selatan (2) citra merek memiliki pengaruh terhadap keputusan pembelian *skincare* MS Glow di Jakarta Selatan (3) *ewom* memiliki pengaruh terhadap keputusan pembelian *skincare* MS Glow di Jakarta Selatan.

Kata Kunci: *Brand Ambassador*, Citra Merek, *EWOM*, Keputusan Pembelian