The Influence of Brand Ambassador, Brand Image, and Price on the Purchasing Decision of Azarine Sunscreen Products

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Abstract

The impact of globalization and growing economic activity in the beauty industry sector has led people to compete to maintain their appearance through the use of skin care products, especially Indonesian people who live in tropical climates and require the use of sunscreen before doing activities. Azarine is a brand that provides various kinds of sunscreen according to people's needs, but an attractive marketing strategy is needed to retain consumers. This research aims to find out, analyze, and prove whether there is an influence of brand ambassador, brand image, and price on the decision to purchase Azarine sunscreen products partially. The data in this study took answers from 100 respondents through distributing questionnaires and sample collection techniques using non-probability sampling and purposive sampling methods. The data processing technique uses quantitative descriptive analysis methods and is processed with SmartPLS 4.0 software. The research results obtained are (1) Brand Ambassadors have a significant influence on purchasing decisions. (2) Brand Image has a significant influence on purchasing decisions. (3) Price has a significant effect on purchasing decisions.

Keywords: Purchasing Decision, Brand Ambassador, Brand Image, Price, Sunscreen, Sales

Pengaruh *Brand Ambassador*, *Brand Image*, Dan *Price* Terhadap Keputusan Pembelian Produk *Sunscreen* Azarine

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Abstrak

Analisis ini berjudul Pengaruh *Brand Ambassador*, *Brand Image*, dan *Price* terhadap Keputusan Pembelian Produk *Sunscreen* Azarine yang bertujuan untuk mengetahui, menganalisis, dan membuktikan apakah terdapat pengaruh dari *brand ambassador*, *brand image*, dan *price* pada keputusan pembelian produk *sunscreen* Azarine secara parsial. Data dalam analisis ini mengambil populasi dari DKI Jakarta kecuali dari Kepulauan Seribu dengan sampel yang diambil dari 100 responden melalui penyebaran kuesioner melalui *google form* dan teknik pengumpulan sampel dengan metode *non probability sampling* dan *purposive sampling*. Teknik pengolahan data memakai metode analisis deskriptif kuantitatif dan diolah dengan software SmartPLS 4.0. Hasil analisis yang didapatkan jika *Brand Ambassador* berpengaruh secara signifikan terhadap keputusan pembelian. *Brand Image* berpengaruh secara signifikan terhadap keputusan pembelian. *Price* berpengaruh secara signifikan terhadap keputusan pembelian.

Kata Kunci: *Keputusan Pembelian, Brand Ambassador, Brand Image, Price, Sunscreen, Penjualan*