

Analisa Pengaruh Brand Awareness Brand Ambassador dan Social Media Marketing terhadap Keputusan Pembelian

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Abstract

This study aims to explore in depth the influence of Brand Awareness, Brand Ambassador, and Social Media Marketing on Purchase Decision in the context of the fashion brand Erigo. These three variables were selected as they are considered to play a strategic role in driving customers' purchase decisions, particularly in the fashion industry, which often faces challenges related to fluctuating sales figures. Data collection was conducted through questionnaires distributed to Erigo's customers, which were then analyzed using a quantitative approach with the Structural Equation Modeling (SEM) method. The findings reveal that all three independent variables have a positive and significant influence on Purchase Decision. Brand Awareness contributes to strengthening brand recognition and building consumer trust, Brand Ambassador enhances product appeal through credible and relevant representation, and Social Media Marketing plays a crucial role in reaching a broader audience, fostering active interactions, and strengthening consumer engagement with the brand.

Keywords: *Brand Awareness, Brand Ambassador, Social Media Marketing, Purchase Decision, Erigo.*

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Abstrak

Penelitian ini bertujuan guna mengeksplorasi secara mendalam pengaruh *Brand Awareness*, *Brand Ambassador*, dan *Social Media Marketing* terhadap *Keputusan Pembelian* dalam konteks merek fashion Erigo. Ketiga variabel tersebut dipilih karena dianggap memiliki peran strategis dalam mendorong keputusan pembelian pelanggan, khususnya di industri fashion yang kerap menghadapi tantangan fluktuasi angka penjualan. Pengumpulan data dijalankan dengan menyebarkan kuesioner menuju pelanggan Erigo, yang kemudian dianalisis dengan pendekatan kuantitatif menggunakan metode *Structural Equation Modeling* (SEM). Hasil penelitian memperlihatkan bahwasanya ketiga variabel independen memiliki pengaruh positif dan signifikan terhadap *Keputusan Pembelian*. *Brand Awareness* berkontribusi dalam memperkuat pengenalan merek dan membangun kepercayaan konsumen, *Brand Ambassador* berfungsi membentuk peningkatan dalam daya tarik produk melalui representasi yang kredibel dan relevan, sedangkan *Social Media Marketing* memainkan peran penting dalam menjangkau audiens yang lebih luas, menciptakan interaksi aktif, serta memperkuat keterlibatan konsumen terhadap merek.

Kata Kunci: *Brand Awareness*, *Brand Ambassador*, *Social Media Marketing*, *Keputusan Pembelian*, Erigo.