

Purchase Decision Of Tiebymin Fashion Products (Study In DKI Jakarta)

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Abstract

This study is entitled The Influence of Brand Image, Product Quality, and Brand Ambassador on Purchase Decisions of Tiebymin Fashion Products (Study in DKI Jakarta), aiming to examine whether brand image, product quality, and brand ambassador affect consumer purchase decisions. This survey involved 160 respondents who reside in DKI Jakarta and have purchased Tiebymin products in the last six months. The PLS-SEM approach was used to evaluate the hypotheses using SmartPLS 4.0. The results of the study indicate that: (1) brand image has a positive but negligible relationship with purchasing decisions; (2) product quality has a positive and significant impact on purchasing decisions; and (3) brand ambassadors have a positive and significant impact on Tiebymin customers' purchasing decisions. These results indicate that brand ambassadors and product quality have a greater impact on customers' purchasing decisions than brand image.

Keywords: *Brand Image, Brand ambassador, Product Quality, Purchase Decision.*

Keputusan Pembelian Produk *Fashion Tiebymin* (Studi Di DKI Jakarta)

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Abstrak

Penelitian ini berjudul *Pengaruh Brand Image, Product Quality, dan Brand Ambassador terhadap Keputusan Pembelian Produk Fashion Tiebymin (Studi di DKI Jakarta)* dengan tujuan untuk menganalisis apakah brand image, product quality, dan brand ambassador memiliki pengaruh pada keputusan pembelian konsumen. Survei ini melibatkan 160 responden yang berdomisili di DKI Jakarta dan telah membeli produk Tiebymin dalam enam bulan terakhir. Pendekatan PLS-SEM digunakan untuk mengevaluasi hipotesis dengan menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) Brand image memiliki hubungan positif namun dapat diabaikan dengan keputusan pembelian; (2) Product Quality memiliki dampak positif dan signifikan terhadap keputusan pembelian; dan (3) brand ambassador memiliki dampak positif dan signifikan terhadap keputusan pembelian pelanggan Tiebymin. Hasil ini menunjukkan bahwa brand ambassador dan Product Quality memiliki dampak yang lebih besar terhadap keputusan pembelian pelanggan dibandingkan Brand image.

Kata kunci: *Brand ambassador, Brand image, Harga, Keputusan Pembelian Product Quality.*