



**THE INFLUENCE OF BRAND AMBASSADOR, E-WOM, AND
PRODUCT QUALITY ON PURCHASE DECISION WITH
BRAND IMAGE AS INTERVENING VARIABLE
(Study On Azarine Cosmetic Consumers)**

Submitted By:

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201911143

**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF MURIA KUDUS**

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This thesis is submitted as one of the requirements for completing undergraduated
Education Strata one (S1) at the Faculty of Economics and Business
Universitas Muria Kudus

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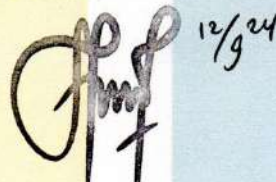
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MOTTO AND DEDICATION

Mottos:

“Maka sesungguhnya bersama kesulitan ada kemudahan, sesungguhnya bersama kesulitan ada kemudahan.”

(QS Al-Insyirah: 5-6)

“Boleh jadi kamu membenci sesuatu, padahal ia amat baik bagimu, dan boleh jadi (pula) kamu menyukai sesuatu, padahal ia amat buruk bagimu. Allah mengetahui, sedang kamu tidak mengetahui.”

(QS Al-Baqarah: 216)

“Amemangun karyenak tyasing sasama”

(Pupuh Sinom Serat Wedhatama)

Dedication:

1. My lovely parents and family
2. My almamater, Universitas Muria Kudus
3. My beloved friends
4. Myself

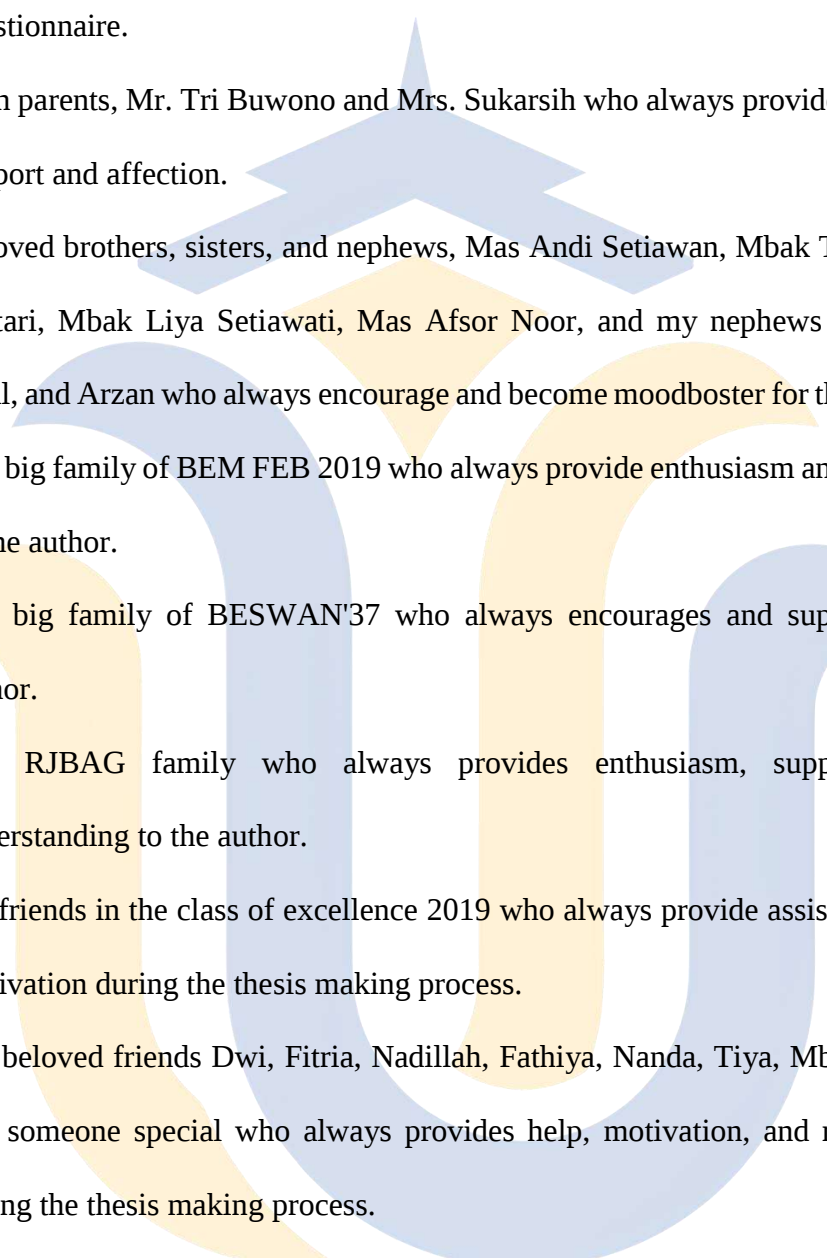
FOREWORD

Assalamu'alaikum Wr. Wb.

Alhamdulillah, the author's gratitude goes to Allah SWT who has bestowed His grace, guidance, and blessings. Shalawat and salam are always devoted to the Messenger of Allah SAW, whose intercession we await on the last day. With full gratitude, the author can complete the thesis with the title **“The Influence of Brand Ambassador, E-WOM, and Product Quality on Purchase Decision with Brand Image as Intervening Variable (Study on Azarine Cosmetic Consumers)”** as part of the requirements to obtain a bachelor's degree in the Management Study Program, Faculty of Economics and Business, Muria Kudus University.

Writing this thesis is inseparable from the challenges the author faces. However, thanks to the support and prayers of various parties, the author was finally able to complete this final project. Therefore, the author would like to thank:

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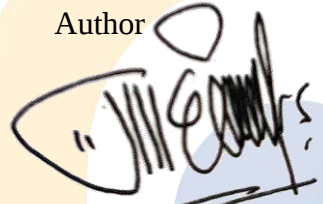
The author realizes that this thesis is still far from perfection due to the limited experience and knowledge of the author. Therefore, the author expects input, criticism, and constructive suggestions from all parties. The author apologizes if there are intentional or unintentional mistakes. Hopefully this thesis can provide benefits and positive contributions for all parties in need, especially in the field of marketing management.

Wassalamu'alaikum Wr. Wb.

Kudus,

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**PENGARUH *BRAND AMBASSADOR*, *E-WOM*, DAN KUALITAS
PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN
BRAND IMAGE SEBAGAI VARIABEL INTERVENING
(Studi Pada Konsumen Azarine Cosmetic)**

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FAKULTAS EKONOMI DAN BISNIS PROGRAM STUDI MANAJEMEN**

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan analisis pengaruh *brand ambassador*, *E-WOM*, dan kualitas produk terhadap keputusan pembelian melalui *brand image* sebagai variabel intervening. Data penelitian menggunakan data primer berbentuk kuesioner. Sampel berjumlah 130 orang responden. Analisis data menggunakan SEM-AMOS 24. Hasil penelitian menunjukkan bahwa *brand ambassador* dan *E-WOM* tidak berpengaruh terhadap keputusan pembelian, sedangkan kualitas produk dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Brand ambassador* dan *E-WOM* berpengaruh positif dan signifikan terhadap *brand image*, sedangkan kualitas produk tidak berpengaruh pada *brand image*. Hasil pengujian mediasi menunjukkan bahwa *brand image* dapat memediasi antara *brand ambassador* terhadap keputusan pembelian, dan *brand image* tidak dapat memediasi antara *E-WOM* dan kualitas produk terhadap keputusan pembelian.

Kata Kunci: *brand ambassador*, *E-WOM*, kualitas produk, *brand image*, Keputusan Pembelian.

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ABSTRACT

This study aims to analyze the influence of brand ambassadors, E-WOM, and product quality on purchase decisions with brand image as an intervening variable. The research data used primary data in the form of a questionnaire. The sample amounted to 130 respondents. The results showed that brand ambassadors and E-WOM had no effect on purchasing decisions, while product quality and brand image had a positive and significant effect on purchasing decisions. Brand ambassadors and E-WOM have a positive and significant effect on brand image, while product quality has no effect on brand image. The results of mediation testing show that brand image can mediate between brand ambassadors on purchasing decisions, and brand image cannot mediate between E-WOM and product quality on purchasing decisions.

Keywords: brand ambassador, E-WOM, product quality, brand image, purchase decision.

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