

ABSTRAK

PENGARUH *BRAND AMBASADOR* DAN CITRA MEREK SUSU CHILGO TERHADAP MINAT BELI DAN DAMPAKNYA PADA KEPUTUSAN PEMBELIAN PT. SUMBER REZEKI BERSAMA KOTA TEBING TINGGI

Sri Lestari

Prodi S1 Manajemen STIE Bina Karya Tebing Tinggi

srilestari267@gmail.com

Dosen Pembimbing I :

H. Didik Gunawan, SE, MM

Dosen Pembimbing II :

Nursaimatussaddiya, SP, MM

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Ambassador* Dan Citra Merek Susu Chilgo Terhadap Minat Beli Dan Dampaknya Pada Keputusan Pembelian PT. Sumber Rezeki Bersama Kota Tebing Tinggi. Penelitian ini menggunakan sampel berjumlah 96 orang responden yaitu konsumen PT. Sumber Rezeki Bersama. Penelitian ini menggunakan jenis penelitian kuantitatif dengan bantuan *software* SmartPLS versi 3.0. Hasil pengujian hipotesis menggunakan Uji Hipotesis (Uji t) dan *Inderect Effect* (Pengaruh Tidak Langsung) untuk menguji variabel *Intervening*, peneliti menggunakan *Path Coefficients* untuk pengujian hipotesis secara langsung dengan menghasilkan kesimpulan bahwa hipotesis 1 diterima, artinya *brand ambassador* berpengaruh terhadap minat beli, hipotesis 2 diterima, artinya citra merek berpengaruh terhadap minat beli, hipotesis 3 diterima, artinya *brand ambassador* berpengaruh terhadap keputusan pembelian, hipotesis 4 ditolak, artinya citra merek tidak berpengaruh terhadap keputusan pembelian, hipotesis 5 diterima, artinya minat beli berpengaruh terhadap keputusan pembelian, kemudian uji *Inderect Effect* (Pengaruh Tidak Langsung) dimana hipotesis 6 diterima, artinya minat beli dapat memediasi hubungan antara *brand ambassador* terhadap keputusan pembelian, hipotesis 7 diterima, artinya minat beli dapat memediasi hubungan antara citra merek terhadap keputusan pembelian.

Kata Kunci : *Brand Ambassador*, Citra Merek, Minat Beli, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE OF CHILGO MILK ON PURCHASE INTEREST AND ITS IMPACT ON PURCHASE DECISIONS PT. SUMBER REZEKI BERSAMA TEBING TINGGI CITY

Sri Lestari

Study Program SI Management STIE Bina Karya Tebing Tinggi

srilestari267@gmail.com

Supervisor I :

H. Didik Gunawan, SE, MM

Supervisor II :

Nursaimatussaddiya, SP, MM

This study aims to determine the effect of Brand Ambassador and Brand Image of Chilgo Milk on Purchase Intentions and Their Impact on Purchasing Decisions of PT. Sumber Rezeki Bersama the City of Tebing Tinggi. This research used a sample of 96 respondents, namely consumers of PT. Source of Fortune Together. This research uses quantitative research with the help of SmartPLS version 3.0 software. The results of testing the hypothesis using the Hypothesis Test (t test) and Indirect Effect (Indirect Effect) to test the Intervening variable, the researcher uses Path Coefficients to test the hypothesis directly by generating the conclusion that hypothesis 1 is accepted, meaning that the brand ambassador has an effect on purchase intention, hypothesis 2 accepted, meaning that brand image has an effect on purchase intention, hypothesis 3 is accepted, meaning that brand ambassadors have an effect on purchasing decisions, hypothesis 4 is rejected, meaning that brand image has no effect on purchasing decisions, hypothesis 5 is accepted, meaning that buying interest has an effect on purchasing decisions, then the Indirect test Effect (Indirect Influence) where hypothesis 6 is accepted, meaning that buying interest can mediate the relationship between brand ambassadors and purchasing decisions, hypothesis 7 is accepted, meaning that buying interest can mediate the relationship between brand image and purchasing decisions.

Keywords: Brand Ambassador, Brand Image, Purchase Interest, Purchase Decision