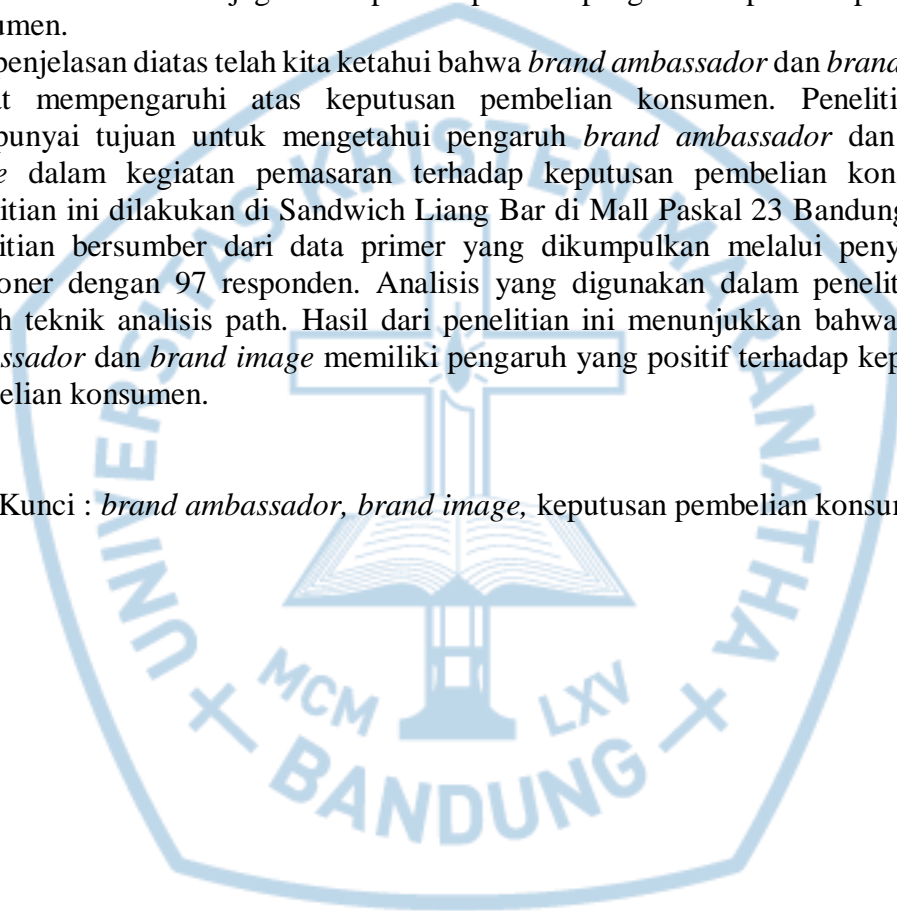


## ABSTRAK

Brand Ambassador berperang penting dalam Bauran pemasaran sangat penting dunia pemasaran. Penggunaan *brand ambassador* dilakukan oleh perusahaan untuk memengaruhi atau mengajak konsumen. *Brand Ambassador* juga secara tidak langsung dapat mencerminkan citra merek sebuah perusahaan tersebut. Selain itu juga brand ambassador juga diharapkan dapat mempengaruhi keputusan pembelian konsumen.

Dari penjelasan diatas telah kita ketahui bahwa *brand ambassador* dan *brand image* sangat mempengaruhi atas keputusan pembelian konsumen. Penelitian ini mempunyai tujuan untuk mengetahui pengaruh *brand ambassador* dan *brand image* dalam kegiatan pemasaran terhadap keputusan pembelian konsumen. Penelitian ini dilakukan di Sandwich Liang Bar di Mall Paskal 23 Bandung. Data penelitian bersumber dari data primer yang dikumpulkan melalui penyebaran kuesioner dengan 97 responden. Analisis yang digunakan dalam penelitian ini adalah teknik analisis path. Hasil dari penelitian ini menunjukkan bahwa *brand ambassador* dan *brand image* memiliki pengaruh yang positif terhadap keputusan pembelian konsumen.

Kata Kunci : *brand ambassador*, *brand image*, keputusan pembelian konsumen



## ABSTRACT

*Brand Ambassadors have an important role in marketing. The marketing mix is very important in the marketing world. The use of brand ambassadors is carried out by companies to influence or engage consumers. Brand Ambassadors can also indirectly reflect the brand image of a company. In addition, brand ambassadors are also expected to influence consumer purchasing decisions.*

*From the explanation above we know that brand ambassador and brand image greatly influence consumer purchasing decisions. This study aims to determine the effect of brand ambassadors and brand image in marketing activities on consumer purchasing decisions. This research was conducted at Sandwich Liang Bar in Paskal Mall 23 Bandung. The research data were sourced from primary data collected through questionnaires with 97 respondents. The analysis used in this study is the path analysis technique. The results of this study indicate that brand ambassadors and brand image have a positive influence on consumer purchasing decisions.*

*Keywords : brand ambassador, brand image, consumer purchasing decisions*



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