

ABSTRAK

PENGARUH BRAND AMBASSADOR DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DENGAN BRAND TRUST SEBAGAI VARIABEL MEDIASI

(Studi Pada Konsumen Produk Skin Care Somethinc di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) peran *brand trust* dalam memediasi pengaruh *brand ambassador* terhadap keputusan pembelian *skin care* Somethinc di Yogyakarta, (2) peran *brand trust* dalam memediasi pengaruh *brand image* terhadap keputusan pembelian *skin care* Somethinc di Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen yang pernah dan menggunakan *skin care* Somethinc. Sampel dalam penelitian ini adalah konsumen berusia 12-59 tahun, berdomisili di Yogyakarta, menggemari NCT Dream atau Han So Hee, pernah membeli dan menggunakan *skin care* Somethinc minimal satu kali. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Data yang telah diperoleh dianalisis dengan teknik model PLS (*Partial Least Square*) menggunakan SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: (1) *brand trust* memediasi pengaruh *brand ambassador* terhadap keputusan pembelian, (2) *brand trust* memediasi pengaruh *brand image* terhadap keputusan pembelian.

Kata kunci: *Brand ambassador*, *brand image*, keputusan pembelian, *brand trust*

ABSTRACT

**THE INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON
PURCHASING DECISIONS WITH BRAND TRUST AS A MEDIATION
VARIABLE**

(Study on Consumers of Somehinc Skin Care Products in Yogyakarta)

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This research aims to determine: (1) the role of brand trust in mediating the influence of brand ambassadors on the decision to purchase Somethinc skin care in Yogyakarta, (2) the role of brand trust in mediating the influence of brand image on the decision to purchase Somethinc skin care in Yogyakarta. The population in this study were all consumers who had used and used Somethinc skin care. The sample in this study were consumers aged 12-59 years, domiciled in Yogyakarta, fans of NCT Dream or Han So Hee, and had purchased and used Somethinc skin care at least once. The number of samples in this research was 100 respondents. The data obtained was analyzed using the PLS (Partial Least Square) model technique using SmartPLS 3.0. The results of this research show that: (1) brand trust mediates the influence of brand ambassadors on purchasing decisions, (2) brand trust mediates the influence of brand image on purchasing decisions.

Keywords: Brand ambassador, brand image, purchasing decision, brand trust