

ABSTRAK

**PENGARUH DUTA MEREK DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN PADA SEPATU ADIDAS DENGAN
CITRA MEREK SEBAGAI VARIABEL MEDIASI**

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2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand ambassador* terhadap *purchase decision*, (2) pengaruh *product quality* terhadap *purchase decision*, (3) *brand image* memediasi pengaruh *brand ambassador* terhadap *purchase decision*, (4) *brand image* memediasi pengaruh *product quality* terhadap *purchase decision*. Sampel dalam penelitian ini yaitu konsumen sepatu Adidas yang berumur minimal 17 tahun dan pernah melakukan pembelian produk sepatu Adidas, konsumen mengetahui *brand ambassador* produk sepatu Adidas. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh dari hasil kuesioner melalui Google Form. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan *software* SmartPLS4. Hasil penelitian ini menunjukkan bahwa: (1) *brand ambassador* tidak berpengaruh terhadap *purchase decision*, (2) *product quality* berpengaruh terhadap *purchase decision*, (3) *brand image* memediasi penuh pengaruh *brand ambassador* terhadap *purchase decision*, (4) *brand image* memediasi sebagian pengaruh *product quality* terhadap *purchase decision*.

Kata Kunci: *Brand Ambassador, Product Quality, Brand Image, Purchase Decision*

ABSTRACT
THE INFLUENCE OF BRAND AMBASSADOR AND PRODUCT
QUALITY ON THE PURCHASE DECISION OF ADIDAS SHOES
WITH BRAND IMAGE AS A MEDIATION VARIABLE

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This study aims to determine: (1) the effect of brand ambassadors on purchase decisions, (2) the effect of product quality on purchase decisions, (3) brand image mediates the effect of brand ambassadors on purchase decisions, (4) brand image mediates the effect of product quality on purchase decisions. The sample in this study consisted of Adidas shoe consumers who were at least 17 years old, had purchased Adidas shoe products, and knew the brand ambassadors of Adidas shoe products. The sampling technique used was purposive sampling method. Data were obtained a by distributing questionnaire via Google Form. The data analysis technique used in this research was Partial Least Square (PLS) with SmartPLS4 software. The results of this study indicated that: (1) brand ambassadors have no effect on purchase decisions, (2) product quality affects purchase decisions, (3) brand image fully mediates the effect of brand ambassadors on purchase decisions, (4) brand image partially mediates the effect of product quality on purchase decisions.

Keywords: *Brand Ambassador, Product Quality, Brand Image, Purchase Decision*