

ABSTRAK

PENGARUH KUALITAS PRODUK, ELECTRONIC WORD OF MOUTH, DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK AREI DIMEDIASI BRAND IMAGE

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh kualitas produk terhadap keputusan pembelian produk Arei 2) pengaruh *electronic word of mouth* terhadap keputusan pembelian produk Arei 3) pengaruh *brand ambassador* terhadap keputusan pembelian produk Arei 4) pengaruh kualitas produk terhadap keputusan pembelian produk Arei dimediasi *brand image* 5) pengaruh *electronic word of mouth* terhadap keputusan pembelian produk Arei dimediasi *brand image* 6) pengaruh *brand ambassador* terhadap keputusan pembelian produk Arei dimediasi *brand image*. Jenis penelitian ini menggunakan pendekatan kuantitatif dengan alat pengumpulan data berupa kuesioner. Sampel penelitian ini merupakan masyarakat yang berdomisili di Yogyakarta yang pernah mendapat informasi melalui media digital dan membeli produk Arei *Outdoor Gear*. Teknik pengambilan sampel dengan menggunakan *non-probability sampling* dengan metode *purposive sampling*. Alat uji yang digunakan adalah Partial Least Square (PLS) dengan menggunakan aplikasi SmartPLS 3.0. Hasil dari penelitian ini menunjukkan bahwa: 1) kualitas produk tidak berpengaruh terhadap keputusan pembelian produk Arei 2) *electronic word of mouth* berpengaruh terhadap keputusan pembelian produk Arei 3) *brand ambassador* berpengaruh terhadap keputusan pembelian produk Arei 4) *brand image* tidak berpengaruh dalam memediasi pengaruh kualitas produk terhadap keputusan pembelian produk Arei 5) *brand image* berpengaruh dalam memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian produk Arei 6) *brand image* berpengaruh dalam memediasi pengaruh *brand ambassador* terhadap keputusan pembelian produk Arei.

Kata kunci: kualitas produk, *electronic word of mouth*, *brand ambassador*, *brand image*, keputusan pembelian.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, ELECTRONIC WORD OF MOUTH, AND BRAND AMBASSADOR ON PURCHASE DECISION AREI PRODUCT MEDIATED BY BRAND IMAGE

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The purpose of this research is to find out: 1) the effect of quality product on purchase decision Arei product 2) the effect of electronic word of mouth on purchase decision Arei product 3) the effect of brand ambassador on purchase decision Arei product 4) the effect of quality product on purchase decision Arei product mediated by brand image 5) the effect of electronic word of mouth on purchase decision Arei product mediated by brand image 6) the effect of brand ambassador on purchase decision Arei product mediated by brand image. The type of research using a quantitative approach with a data collection tool in the form of a questionnaire. The sample of this research is people who live in Yogyakarta who have received information through digital media and purchased Arei outdoor gear product. The test tool used is Partial Least Square (PLS) using SmartPLS 3.0 application. The results of this research shows that: 1) product quality have no significant effect on purchase decision Arei product 2) electronic word of mouth have a significant effect on purchase decision Arei product 3) brand ambassador have a significant effect on purchase decision Arei product 4) product quality have no significant effect on purchase decision Arei product with brand image as mediating variable 5) electronic word of mouth have a significant effect on purchase decision Arei product with brand image as mediating variable 6) brand ambassador have a significant effect on purchase decision Arei product with brand image as mediating variable.

Keywords: product quality, electronic word of mouth, brand ambassador, brand image, purchase decision