

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand ambassador* dan *Brand image* terhadap Keputusan Pembelian produk Maybelline pada Gen Z di Kota Tanjungpinang. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sampel sebanyak 100 responden. Jenis penelitian ini merupakan penelitian kuantitatif. Instrumen penelitian diuji menggunakan uji validitas dan uji reliabilitas, sedangkan analisis data dilakukan dengan analisis regresi linear berganda yang meliputi uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Brand ambassador* berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk Maybelline pada Gen Z di Kota Tanjungpinang. Hal ini berarti bahwa semakin baik *Brand ambassador* yang dimiliki Maybelline, maka semakin tinggi pula keputusan pembelian konsumen. *Brand image* juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, yang menunjukkan bahwa semakin positif *brand image* Maybelline, maka semakin tinggi keputusan pembelian konsumen. Selain itu, hasil uji simultan menunjukkan bahwa *Brand ambassador* dan *Brand image* secara bersama-sama berpengaruh positif dan signifikan terhadap Keputusan Pembelian. sebesar 59,1% variasi keputusan pembelian dapat dijelaskan oleh variabel *Brand ambassador* dan *Brand image*, sedangkan 40,9% sisanya dipengaruhi oleh variabel lain di luar model penelitian, seperti kualitas produk, harga, promosi, brand trust, brand awareness, dan faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Brand ambassador*, *Brand image*, Keputusan Pembelian, Gen Z

ABSTRACT

This study aims to determine the effect of Brand ambassador and Brand image on Purchase Decisions of Maybelline products on Generation Z in Tanjungpinang City. The sampling technique used is purposive sampling with a sample size of 100 respondents. This type of research is quantitative research. The research instrument was tested using validity and reliability tests, while data analysis was carried out using multiple linear regression analysis which includes t-test, F-test, and coefficient of determination. The results of the study indicate that Brand ambassador has a positive and significant effect on Purchase Decisions of Maybelline products on Generation Z in Tanjungpinang City. This means that the better the Brand ambassador that Maybelline has, the higher the consumer's purchase decision. Brand image also has a positive and significant effect on Purchase Decisions, which shows that the more positive the Maybelline brand image, the higher the consumer's purchase decision. In addition, the results of the simultaneous test show that Brand ambassador and Brand image together have a positive and significant effect on Purchase Decisions. 59.1% of the variation in purchasing decisions can be explained by the Brand ambassador and Brand image variables, while the remaining 40.9% is influenced by other variables outside the research model, such as product quality, price, promotion, brand trust, brand awareness, and other factors not examined in this study.

Keywords: Brand ambassador, Brand image, Purchasing Decisions, Gen Z