

THE INFLUENCE OF BRAND IMAGE, BRAND AMBASSADOR, AND PRICE ON PURCHASING DECISIONS FOR SCARLETT WHITENING PRODUCT IN RIAU

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ABSTRACT

This research aims to determine the influence and how much influence of brand image, brand ambassador, and price on purchasing decisions of Scarlett Whitening products in Riau partially and simultaneously. This research uses quantitative methods. The data collection technique was carried out by using online questionnaires and literature study with a sample of 97 people. The results obtained have shown that the entire formulated hypothesis is proven to have positive and significant influence. Based in hypothesis testing which is conducted, showing that there is a significant and positive influence between brand image, brand ambassador, and price toward purchasing decisions. Based on the results of the study showed that the calculated value of each independent variable is 2,888 for brand image, 2,135 for brand ambassador, and 5,708 for price, meanwhile the value of t table is 1.986 that's mean the brand image, brand ambassador, and price has influences on purchasing decisions. Meanwhile the results of the analysis of the coefficient of determination obtained a value of 0,420 or 42%, which means the influence of the independent variable (brand image, brand ambassador, and price) on the dependent variable (purchasing decisions) of 0,42, this shows that the contribution of the independent variables amounted to 42% while the remaining 58% is influenced by other factors not examined in this study.

Keyword: Brand Image, Brand Ambassador, Price, Purchasing Decisions