

## **ABSTRAK**

### **PENGARUH CITRA MEREK DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN SEPATU FUTSAL ORTUSEIGHT DI BANDAR LAMPUNG**

**OLEH : Agung**

**Sanjaya**

Penelitian ini bertujuan untuk menguji pengaruh Citra Merek terhadap Keputusan Pembelian Sepatu Futsal Ortuseigh di Bandar Lampung, pengaruh Brand Ambassador terhadap Keputusan Pembelian Sepatu Futsal Di Bandar Lampung. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan metode asosiatif. Sampel dalam penelitian ini berjumlah 150 orang. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dan hipotesis menggunakan uji t dan uji f. Hasil dari penelitian ini menyatakan bahwa Citra Merek dan *Brand ambassador* berpengaruh dalam penelitian ini.

**Kata Kunci :** *Citra Merek, Brand Ambassador dan Keputusan Pembelian.*

## **ABSTRACT**

### **THE EFFECT OF BRAND IMAGE AND BRAND AMBASSADOR ON PURCHASE DECISION OF ORTUSEIGHT FUTSAL SHOES IN BANDAR LAMPUNG**

**By:**

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The purpose of this study was to determine the effect of Brand Image and Brand Ambassador on the Purchase Decision of Ortuseight Futsal Shoes in Bandar Lampung. This was a quantitative research with the associative method and causality relationships. The number of the sample in this study was 150 people. The analytical tool used in this research was the multiple linear regression analysis and the hypothesis used the t-test and f-test, while the data processing in this study used SPSS 20. The results of this study stated that brand image and brand ambassador had an effect on the purchase decisions in this study partially and simultaneously.

**Keywords: Brand Image, Brand Ambassador, Purchase Decision.**

