

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand ambassador*, *electronic word of mouth*, *trust*, dan *service quality* terhadap *purchase decision smartphone* Samsung. Penelitian ini menggunakan teknik analisis data Structural Equation Modeling (SEM) dan pengolahan data menggunakan Partial Least Square (PLS). Populasi dalam penelitian ini adalah konsumen yang pernah menggunakan *smartphone* Samsung di DKI Jakarta dan sampel yang dipergunakan sebanyak 250 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Hasil penelitian ini menunjukkan bahwa *brand ambassador* berpengaruh positif dan tidak signifikan terhadap *purchase decision*, *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase decision*, *trust* berpengaruh positif dan signifikan terhadap *purchase decision*, *service quality* berpengaruh positif dan signifikan terhadap *purchase decision*.

Kata Kunci : *Brand Ambassador*, *Electronic Word of Mouth*, *Trust*, *Service Quality*, *Purchase Decision*, Samsung



ABSTRACT

This study aims to examine the effect of brand ambassadors, electronic word of mouth, trust, and service quality on Samsung smartphone purchasing decisions. This study uses data analysis techniques Structural Equation Modeling (SEM) and data processing using Partial Least Square (PLS). The population in this study are consumers who have used a Samsung smartphone in DKI Jakarta and the sample used is 250 respondents. The sampling technique used was purposive sampling. The results of this study indicate that brand ambassadors have a positive and insignificant effect on purchasing decisions, electronic word of mouth has a positive and significant effect on purchasing decisions, trust has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on purchasing decisions.

Keywords: Brand Ambassador, Electronic Word of Mouth, Trust, Service Quality, Purchase Decision, Samsung

