

## **ABSTRACT**

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### **“INFLUENCE OF BRAND AMBASSADOR AND BRAND IMAGE ON CUSTOMER PURCHASE DECISION AT BLIBLI INDONESIA”**

(xiii+105 pages; 4 figures; 26 tables; 16 appendixes)

Brand Ambassador and Brand image have a big and important role for a brand and product and in this study, it is investigated whether it is true that the brand ambassador and brand image of a brand greatly influence buyer decisions at the Blibli Indonesia Company.

This paper aims to examine how big the influence of a company's Brand Ambassador and Brand Image and how they play a major role in customer buying decisions and, in this study, used 100 respondents' data obtained from filling out a survey via Google form and how the reactions and opinions of buyers who shop at Blibli are used. On the Brand Ambassador and Brand Image of Blibli Inodneisa and whether it has a significant influence on sales at Blibli.

**Keywords: Kuantitatif, Brand Ambassador, Brand Image, Customer Purchase Decision**

References: 40 (2015-2021)

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*Brand Ambassador dan Brand image memiliki peran besar dan penting bagi sebuah brand dan produk dan dalam penelitian ini diteliti apakah benar brand ambassador dan brand image sebuah brand sangat berpengaruh terhadap keputusan pembeli pada perusahaan Blibli Indonesia.*

*Makalah ini bertujuan untuk meneliti seberapa besar pengaruh Brand Ambassador dan Brand Image sebuah perusahaan dan bagaimana mereka berperan besar terhadap keputusan beli customer dan dalam penelitian ini digunakan 100 data responden yang didapat dari mengisi survey melalui google form dan bagaimana reaksi dan pendapat pembeli yang berbelanja di Blibli terhadap Brand Ambassador dan Brand Image Blibli Indonesia dan apakah memiliki pengaruh yang signifikan terhadap penjualan di Blibli.*

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