


**PENGARUH K-POP BRAND AMBASSADOR, PRODUCT ATTRIBUTE,
PRICE PERCEPTION, DAN BRAND AWARENESS TERHADAP
PURCHASE DECISION DENGAN BRAND IMAGE SEBAGAI VARIABEL
PEMODERASI PADA BRAND SKINCARE LOKAL**

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *K-Pop brand ambassador*, *product attribute*, *price perception*, dan *brand awareness* terhadap *purchase decision* dengan *brand image* sebagai variabel pemoderasi pada *brand skincare* Indonesia yang menggunakan *K-Pop brand ambassador*. Pendekatan penelitian yang dilakukan adalah kuantitatif dengan populasi yang digunakan adalah mahasiswa pada Universitas di Daerah Istimewa Yogyakarta, dengan teknik pengambilan sampel menggunakan *purposive sampling* sehingga didapatkan sampel sebanyak 103 responden. Teknik pengumpulan data menggunakan kuesioner secara langsung dan data yang terkumpul diuji menggunakan SPSS. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji heterokedastisitas, uji normalitas, uji linieritas), regresi linear sederhana, uji hipotesis (uji t), uji *Adjusted R²*, dan uji MRA. Hasil dari penelitian ini adalah *K-Pop brand ambassador*, *product attribute*, *price perception* berpengaruh positif dan signifikan terhadap *purchase decision*. *Brand awareness* tidak berpengaruh pada *purchase decision*. *Brand image* mampu memoderasi dan dapat memperkuat pengaruh *K-Pop brand ambassador*, *product attribute*, *price perception*, dan *brand awareness* terhadap *purchase decision*.

Kata Kunci: *Brand Ambassador, Product Attribute, Price Perception, Brand Awareness, Brand Image, Purchase Decision*

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THE EFFECT OF K-POP BRAND AMBASSADOR, PRODUCT ATTRIBUTE, PRICE PERCEPTION AND BRAND AWARENESS ON PURCHASE DECISION WITH BRAND IMAGE DISCLOSURE AS MODERATING VARIABLE ON LOCAL SKINCARE BRANDS

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Abstract

The study aims to examine the effect of K-Pop brand ambassador, product attribute, price perception, and brand awareness on purchase decision, with brand image as moderating variable, for Indonesian skincare brands that use K-Pop brand ambassador. The research approach was quantitative and the population used was students at universities in the Special Region of Yogyakarta. The study was conducted using purposive sampling, with a total of 103 respondents in the sample. Data Collection was conducted using direct questionnaire and the data were analyzed with SPSS. The test used in this study were descriptive analysis, instrument test (validity and reliability test), classical assumption test (heteroscedasticity, normality, and linearity test), simple linear regression, hypothesis test (t-test), Adjusted R² and moderate regression analysis (MRA). The result of this study indicate that K-Pop brand ambassador, product attribute, price perception have positive significant effect on purchase decision. Brand awareness have no effect on purchase decision. Brand image is able to moderate the effect of K-Pop brand ambassador, product attribute, price perception, and brand awareness on purchase decision.

Keywords: *Brand Ambassador, Product Attribute, Price Perception, Brand Awareness, Brand Image, Purchase Decision*