



**THE INFLUENCE OF BRAND AMBASSADOR TOWARDS THE
CUSTOMER PURCHASE DECISION THROUGH BRAND IMAGE
AS THE MEDIATOR AT WHITELAB
(Case Study on Customers Whitelab in Semarang)**

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MOTTO DEDICATION

“You Get What You Work for, Not What You Wish for”

Praise to the presence of God Almighty, I dedicate this thesis to:

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THE INFLUENCE OF BRAND AMBASSADOR TOWARDS THE CUSTOMER PURCHASE DECISION THROUGH BRAND IMAGE AS THE MEDIATOR AT WHITELAB

(Study on Customers of Whitelab in Semarang)

ABSTRACT

The product of cosmetics and skincare sector is currently growing well in Indonesia. A growing number of people aware of how important it is to keep healthy skin, particularly women. Skincare manufacturers are competing to develop and supply products that may satisfy the demands of potential customers due to the increasing needs of the skincare market. One of Whitelab's marketing strategies is to increase product sales by utilizing brand ambassadors to attract consumer purchasing decisions. Whitelab collaborated with Sehun as a brand ambassador to release an exclusive collaboration package. But, Whitelab's position is still at the bottom of competitors who also use brand ambassadors as a promotion tool. Then, this research aims to know the influence of brand ambassador towards the customers purchase decision through brand image as the mediator at Whitelab, tested based on variables but explained through the influence of each dimension/indicator on each variable. The total sample in this research is 100 respondents with the sampling techniques is non-probability sampling which is purposive sampling. The data collection techniques are through questionnaire, literature review, and interview. The type of this research is explanatory research that processed used SmartPLS 3.2.9 software with the result that brand ambassador can influence positive significantly on the brand image on the Whitelab, the brand ambassador can influence positive significantly on the purchase decision on the Whitelab, the brand image can influence positive significantly on the purchase decision on the Whitelab, and the indirect effects the brand ambassador influences positive significantly on the customers purchase decision through brand image as the partial mediation. Recommendation for Whitelab company is expected to pay more attention to the brand ambassadors used, companies need to select local brand ambassadors.

Keywords: Brand Ambassador, Brand Image, Purchase Decision

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The researcher realizes that this thesis is far from perfect. Therefore, all constructive criticism and suggestions will improve the writing of this thesis and be useful for writers, readers, and for further research. May the almighty Allah SWT bless and guide us to the straight path.

Semarang, 19/06/2023

Researcher

A handwritten signature in black ink, appearing to read 'Hanun Aisyah', with a horizontal line underneath the name.

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