

ABSTRAK

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Pengaruh Brand Ambassador dan Electronic Word of Mouth Terhadap Impulse Buying dengan Brand Image Sebagai Variabel Intervening pada Konsumen Produk Scarlett Whittening di Wilayah DKI Jakarta serta Tinjauannya dalam Perspektif Islam

155 halaman + 22 tabel + 1 gambar + 5 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Ambassador* dan *Electronic Word of Mouth* terhadap *Impulse Buying* dengan *Brand Image* sebagai variabel intervening pada konsumen produk Scarlett Whittening di wilayah DKI Jakarta serta tinjauannya dalam perspektif Islam. Populasi dalam penelitian ini adalah konsumen Scarlett Whittening di wilayah DKI Jakarta yang pernah melakukan pembelian produk Scarlett Whittening dan mengetahui Song Joong Ki dan Twice sebagai *Brand Ambassador* Scarlett Whittening. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Jumlah sampel pada penelitian ini adalah 96 responden. Data dikumpulkan dengan menggunakan metode survei dengan instrumen kuesioner. Metode Analisa data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa (1) *Brand Ambassador* berpengaruh positif dan signifikan terhadap *Impulse Buying* (2) *Electronic Word of Mouth* tidak berpengaruh terhadap *Impulse Buying* (3) *Brand Image* berpengaruh positif dan signifikan terhadap *Impulse Buying* (4) *Brand Ambassador* berpengaruh positif dan signifikan terhadap *Brand image* (5) *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Brand Image* (6) *Brand Image* tidak dapat memediasi pengaruh *Brand Ambassador* terhadap *Impulse Buying* (7) *Brand Image* tidak dapat memediasi pengaruh *Electronic Word of Mouth* terhadap *Impulse Buying*.

Dalam perspektif Islam, *Impulse Buying* merupakan pola pembelian yang dilarang karena dapat mengarah pada perilaku konsumtif. Sehingga konsumen Scarlett Whittening harus mampu menahan diri agar tidak terpengaruh oleh *Brand Ambassador*, *Electronic Word of Mouth*, dan *Brand Image* yang dimiliki oleh Scarlett Whittening.

Kata Kunci: *Brand Ambassador, Electronic Word of Mouth, Brand Image, Impulse Buying, Islam.*

ABSTRACT

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The Influence of Brand Ambassador and Electronic Word of Mouth on Impulse Buying with Brand Image as Intervening Variable on Consumers of Scarlett Whittening Products in the DKI Jakarta Region and Overview in Islamic Perspective

155 pages + 22 tables + 1 pictures + 5 attachments

Abstract

This study aims to determine the effect of Brand Ambassador and Electronic Word of Mouth on Impulse Buying with Brand Image as an intervening variable on consumers of Scarlett Whittening products in the DKI Jakarta area as well as a review in Islamic point of view. The population in this study are Scarlett Whittening consumers in the DKI Jakarta area who have purchased Scarlett Whittening products and know Song Joong Ki and Twice as Scarlett Whittening Brand Ambassadors. The sampling technique used is purposive sampling. The number of samples in this study were 96 respondents. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis.

The results showed that (1) Brand Ambassador had a positive and significant effect on Impulse Buying (2) Electronic Word of Mouth had no effect on Impulse Buying (3) Brand Image had a positive and significant effect on Impulse Buying (4) Brand Ambassador had a positive and significant effect on Impulse Buying. significant effect on Brand Image (5) Electronic Word of Mouth has positive and significant effect on Brand Image (6) Brand Image cannot mediate the influence of Brand Ambassador on Impulse Buying (7) Brand Image cannot mediate effect of Electronic Word of Mouth on Impulse Buying.

In Islamic perspective, Impulse Buying is a buying pattern that is prohibited because it can lead to consumptive behavior. So that consumers of Scarlett Whittening must be able to refrain from being influenced by the Brand Ambassador, Electronic Word of Mouth, and Brand Image owned by Scarlett Whittening.

Keywords: *Brand Ambassador, Electronic Word of Mouth, Brand Image, Impulse Buying, Islam.*