

ABSTRAK

Penelitian ini dilakukan bertujuan untuk menganalisis Pengaruh Brand Ambassador dan Citra Merek Terhadap Keputusan Pembelian Mie Sedaap Korean Spicy Chicken Dengan Minat Beli Sebagai Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus DI DKI Jakarta). Populasi dalam penelitian ini adalah konsumen mie sedaap korean spicy chicken di DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah Teknik purposive sampling yang pernah melakukan transaksi pembelian minimal 1 kali. Jumlah sampel pada penelitian ini sebanyak 75 responden. Data dikumpulkan menggunakan kuesioner melalui google form. Hasil penelitian menunjukkan bahwa: (1.) Terdapat pengaruh positif dan signifikan pada variabel *brand ambassador* terhadap keputusan pembelian mie sedaap *korean spicy chicken*. (2.) Terdapat pengaruh positif dan signifikan pada variabel citra merek terhadap keputusan pembelian mie sedaap *korean spicy chicken*. (3.) Terdapat pengaruh positif dan signifikan pada variabel *brand ambassador* dan minat beli mie sedaap *korean spicy chicken*. (4.) Terdapat pengaruh positif dan signifikan pada variabel citra merek terhadap minat beli mie sedaap *korean spicy chicken*. (5.) Minat beli tidak berpengaruh terhadap keputusan pembelian mie sedaap *korean spicy chicken*. (6.) Minat beli dapat memediasi pengaruh brand ambassador terhadap keputusan pembelian mie sedaap *korean spicy chicken*. (7.) Minat beli tidak dapat memediasi pengaruh citra merek terhadap keputusan pembelian mie sedaap *korean spicy chicken*. (8.) Berdasarkan hasil penelitian yang telah dilakukan pada konsumen mie sedaap *korean spicy chicken* di DKI Jakarta bahwa *brand ambassador* dan citra merek terhadap keputusan pembelian yang dimediasi minat beli sejalan dengan prinsip-prinsip Islam.

Kata Kunci: *Brand Ambassador*, Citra Merek, Keputusan Pembelian, Minat Beli

ABSTRACT

This study was conducted to analyze the Influence of Brand Ambassadors and Brand Image on the Purchasing Decision of Korean Spicy Chicken Sedaap Noodles with Buying Interest as Mediation and Its Review From an Islamic Point of View (Case Study in DKI Jakarta). The population in this study were consumers of Korean spicy chicken noodles in DKI Jakarta. The sampling technique used is a purposive sampling technique that has made a purchase transaction at least 1 time. The total sample in this study was 75 respondents. The data was collected using a questionnaire through a google form. The results of the penelitian show that: (1.) There is a positive and significant influence on the brand ambassador variable on the purchase decision of korean spicy chicken noodles. (2.) There is a positive and significant influence on brand image variables on the purchasing decision of korean spicy chicken noodles. (3.) There is a positive and significant influence on the variable brand ambassador and interest in buying korean spicy chicken noodles. (4.) There is a positive and significant influence on brand image variables on the interest in buying Korean spicy chicken noodles. (5.) Buying interest has no effect on the purchase decision of korean spicy chicken noodles. (6.) Buying interest can mediate the influence of the brand ambassador on the purchasing decision of korean spicy chicken noodles. (7.) Buying interest cannot mediate the influence of the brand image on the purchasing decision of korean spicy chicken noodles. (8.) Based on the results of research that has been conducted on consumers of Korean spicy chicken noodles in DKI Jakarta, the brand ambassador and brand image of purchasing decisions mediated by buying interest are in line with Islamic principles.

Keywords: Brand Ambassador, Brand Image, Purchasing Decision, Interests Buy