

# The Influence of Brand Ambassador, Brand Image, Brand Awareness, Price, and Product Quality on Azarine Sunscreen Purchasing Decisions in Semarang City

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## ABSTRACT

This study aims to analyze the influence of brand ambassador, brand image, brand awareness, price, and product quality on purchasing decisions for Azarine Sunscreen products in Semarang City. This study employs a quantitative method with a sample size of 200 respondents, utilizing a non-probability sampling technique. Data were collected through questionnaires and analyzed using the SPSS application to test the influence of variables. The results show that the five variables —namely, brand ambassador, brand image, brand awareness, price, and product quality — are proven to be valid and reliable measurement constructs. The partial results suggest that the brand ambassador, brand image, brand awareness, and price variables have a positive and statistically significant impact on purchasing decisions. At the same time, product quality has a negative and significant influence on purchasing decisions. Moreover, simultaneously, brand ambassador, brand image, brand awareness, price, and product quality all influence purchasing decisions.

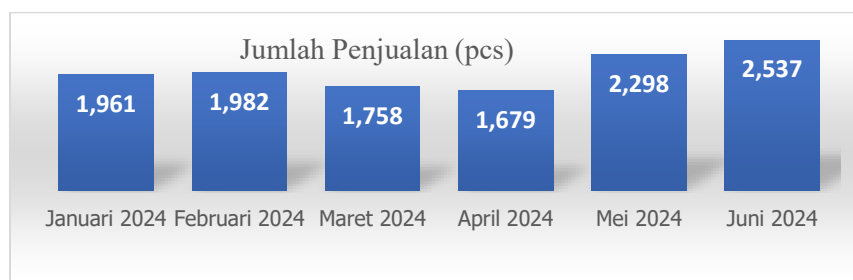
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## INTRODUCTION

In Indonesia today, cosmetics have become one of the most crucial desires, especially for women. The growth of the foreign cosmetics industry in Indonesia is relatively rapid. According to data from the Ministry of Industry of the Republic of Indonesia, the value of cosmetics imports in 2017 was US\$631.66 million, increasing to US\$850.15 million the following year. These imported cosmetics manufacturers originate from at least 45 countries worldwide, including France, the United States, Japan, Malaysia, Thailand, China, and South Korea. The phenomenon of foreign cosmetics growth in Indonesia poses a risk to local cosmetics producers. This condition compels the Ministry of Industry of the Republic of Indonesia to promote the growth of local cosmetics in Indonesia, enabling them to compete both domestically and internationally. (Paramitha & Prabandari, 2022).

In the evolving business world, companies are continually striving to increase their product sales. To achieve this goal, various companies are competing to create high-quality products that meet customer needs at reasonable prices. One cosmetic product currently gaining attention is sunscreen, given its crucial role in protecting the skin from UV rays. In Semarang, sunscreen products from various brands are competing for a place in consumers' hearts. One brand that stands out is Azarine. Azarine, as a local brand, has successfully captured the attention of consumers through various marketing strategies.

This study used Azarine products as the object of study. Based on interviews conducted with business owners, Azarine product sales to consumers in Semarang City over the past six months (January 2024–June 2024) were as follows:



**Figure 1. Total Sales Data for Azarine Sunscreen Products (January 2024 – June 2024)**

Source: Stock Point (SP) 2024

Figure 1 shows the sales of Azarine Sunscreen products from January 2024 to June 2024. It can be seen that sales from month to month show a decrease, followed by an increase in purchases obtained by Stock Points (SP) at AZARINE. Then, the lowest sales were in April 2024, with as many as 1,679 pieces, meaning that sales of Azarine Sunscreen products were unstable because they did not meet the target of 2,000 Pieces per month. Judging from the data, it appears that purchasing decisions are not optimal, as they fluctuate and tend to decrease from February 2024 to April 2024. However, from May 2024 to June 2024, Azarine Sunscreen sales increased, with notable increases in May 2024 (2,298 units) and June 2024 (2,537 units). It can be concluded that sales of Azarine Sunscreen products decreased at the beginning of the year but increased in the following month, meaning that there is an influence of the increase because consumer purchasing decisions are an important point that business actors must maintain. Consumers will decide the product they want based on their needs and create a desire to buy the product. In response to this phenomenon, this study selected the Azarine Sunscreen product to investigate the factors that cause sales to decrease and increase, as well as the impact on purchasing decisions.

This study also provides background to the problem, comparing the results of research conducted by several researchers. There are differences in the results between researchers, as summarized in the explanation. Several studies have been conducted on factors influencing purchasing decisions, such as the study conducted by Paramitha & Prabandari (2022) and Purwati & Cahyanti (2022) This results in brand ambassadors having a positive and significant influence on purchasing decisions. However, this differs from research. Rahmawati et al. (2022) Explains that brand ambassadors do not influence purchasing decisions. Research conducted by Paramitha & Prabandari (2022), Rahmawati et al. (2022), and Amelfdi & Ardyan (2021), with the result that brand image has a positive and significant influence on purchasing decisions. However, this differs from research. Purwati & Cahyanti (2022) Explains that brand image does not influence purchasing decisions. Research conducted by Paramitha & Prabandari (2022), resulting in a positive and significant effect on purchasing decisions. However, this differs from research. Amelfdi & Ardyan (2021) Explains that brand awareness does not influence purchasing decisions. Research conducted by Sari & Prihartono (2021) and Farhanah & Marzuqi (2021), with the result that price has a positive and significant effect on purchasing decisions. However, this is different from the research. Shofiyana (2020) Explains that price does not influence purchasing decisions. Research conducted by Amelfdi & Ardyan (2021), Sari & Prihartono (2021) and Shofiyana (2020), with the result that product quality has a positive and significant effect on purchasing decisions. However, this differs from research. Farhanah & Marzuqi (2021) Explains that product quality does not influence purchasing decisions.

This research is also a replication of research conducted by Paramitha & Prabandari (2022). The difference between this research and the research conducted by Paramitha & Prabandari (2022), lies in the number of variables and research objects. In the research conducted by Paramitha & Prabandari (2022), the variables used are brand ambassador, brand image, and brand awareness. In this study, new variables are added, namely price and product quality. The price and product quality variables are taken from research conducted by Amelfdi & Ardyan (2021), Sari & Prihartono (2021), Farhanah & Marzuqi (2021) and Shofiyana (2020). In addition to the novelty in the previous research on consumers of MS Glow products in Indonesia, this research updates the object to consumers of Azarine Sunscreen products. Purchasing decisions involve consumer behavior in forming references among brands within a choice group and selecting the most preferred product. The purchasing process consists of several stages, starting from information search, alternative evaluation, purchasing decision, and post-purchase (Purwati & Cahyanti, 2022).

#### The Influence of Brand Ambassadors on Purchasing Decisions

According to Paramitha & Prabandari (2022), brand ambassadors influence purchasing decisions by building trust and enhancing a brand's image in the eyes of consumers. As public figures who are often well-known and trusted by the target market, brand ambassadors can positively influence consumer perceptions of products. Their presence in marketing campaigns can also strengthen consumers' emotional associations with the brand, creating a more personal sense of connection. As a result, consumers are more likely to choose products promoted by brand ambassadors they admire or trust, as they perceive the products to be of higher quality and value. This research is supported by Paramitha & Prabandari (2022) and Purwati & Cahyanti (2022), who suggest that brand ambassadors have a positive influence on purchasing decisions.

#### The Influence of Brand Image on Purchasing Decisions

According to Paramitha & Prabandari (2022), brand image influences purchasing decisions because it reflects consumers' perceptions and associations with a product, which are formed through experiences, communication, and interactions with the brand. A positive brand image, such as an impression of quality, modernity, or trustworthiness, can create confidence in consumers that the product offered will meet their expectations. When consumers have a positive image of a brand, they tend to be more loyal and willing to pay more, and are more easily influenced to make a purchase. Conversely, a negative brand image can significantly reduce consumer interest and trust, thereby influencing purchasing decisions. This research is supported by Paramitha & Prabandari (2022), Rahmawati et al. (2022) and Amelfdi & Ardyan (2021), who suggest that brand image has a positive and significant effect on purchasing decisions.

#### The Influence of Brand Awareness on Purchasing Decisions

According to Paramitha & Prabandari (2022), brand awareness influences purchasing decisions because it reflects the extent to which consumers recognize and remember a brand in a particular product category. When brand awareness is high, the brand becomes the primary choice that comes to mind when consumers consider a purchase. This facilitates consumers' decision-making process, as they tend to choose brands they already know and remember well. Brand awareness also fosters a sense of familiarity, which can reduce uncertainty and increase trust in a product, making consumers more likely to choose a brand they are already familiar with over a lesser-known one. This research is supported by Paramitha & Prabandari (2022), who stated that brand awareness has a positive and significant effect on purchasing decisions.

### The Influence of Price on Purchasing Decisions

According to Sari & Prihartono (2021), Price influences purchasing decisions because it is one of the main factors consumers consider when assessing a product's value. A price that aligns with consumers' perceptions of product quality can significantly influence purchasing decisions, especially when the product is perceived as offering good value for money. On the other hand, a price that is too high can deter purchases, especially if consumers feel that the benefits received are not commensurate with the costs. Conversely, a price that is too low can raise doubts about the product's quality. Therefore, setting the right price is crucial for attracting and retaining consumers, as well as influencing their purchasing decisions. This research is supported by Sari & Prihartono (2021) and Farhanah & Marzuqi (2021), who suggest that price has a positive effect on purchasing decisions.

### The Influence of Product Quality on Purchasing Decisions

According to Sari & Prihartono (2021) dan Shofiyana (2020) Product quality refers to a product's ability to perform its intended functions, encompassing durability, reliability, accuracy, ease of operation and repair, as well as other key attributes. This means that product quality influences purchasing decisions because good quality creates consumer trust and satisfaction, which are key to maintaining loyalty and encouraging repeat purchases. Products with high quality usually meet or even exceed consumer expectations, both in terms of durability, function, and aesthetics. When consumers believe that the product they purchase will deliver the expected performance and have long-term value, they tend to be more motivated to make a purchase, even if the product price is higher compared to other alternatives. Conversely, poor quality can damage brand image and decrease consumer interest, thereby reducing the likelihood of future purchases. This research is supported by Amelfdi & Ardyan (2021), Sari & Prihartono (2021) dan Shofiyana (2020), which suggests that product quality has a positive effect on purchasing decisions.

## RESEARCH METHODS

This study employs a quantitative method with a descriptive design to investigate the extent to which brand ambassadors, brand image, brand awareness, price, and product quality influence purchasing decisions for Azarine Sunscreen products in Semarang City. The study was conducted on consumers who purchased Azarine Sunscreen products in Semarang City, the number of which is unknown. The number of samples was determined using the Hair formula calculation. The Hair formula was used because the population size was not yet known with certainty. Through calculations based on this formula, this study utilized 200 samples, specifically consumers who had purchased Azarine Sunscreen products. Data were collected through the distribution of questionnaires that had previously been tested for validity and consistency (reliability). All items in the questionnaire showed a significant correlation ( $r_{\text{count}} > r_{\text{table}}$ ), and Cronbach's Alpha values above  $> 0.7$  for each variable indicated that the instrument used was quite reliable. Data analysis was conducted using multiple linear regression, taking into account validity and reliability, as well as classical assumptions (normality, multicollinearity, and heteroscedasticity). Hypothesis testing was performed, specifically examining the coefficient of determination ( $R^2$ ), as well as partial (T-test) and simultaneous (F-test) tests. The entire data processing process was assisted by SPSS software version 25. The explanation of this method is presented in a coherent and detailed manner, allowing it to be replicated by other researchers in a similar context. The type of data recorded is quantitative, measured using a Likert scale, to describe brand ambassadors, brand image, brand awareness, price, product quality, and purchasing decisions.

## RESULTS AND DISCUSSION

The results of the validity test of the brand ambassador variable instrument (X1) from 5 questions, brand image (X2) from 6 questions, brand awareness (X3) from 4 questions, price (X4) from 4 questions, product quality (X5) from 5 questions, and employee performance (Y) from 6 questions. Explained in Table 1:

**Table 1. Data Validity Test**

Variable	Item	R-count	R-Table	Sig.	Information
Brand Ambassador (X1)	X1.1	0,693	> 0,1388	0,000	Valid
	X1.2	0,856	> 0,1388	0,000	Valid
	X1.3	0,818	> 0,1388	0,000	Valid
	X1.4	0,813	> 0,1388	0,000	Valid
	X1.5	0,721	> 0,1388	0,000	Valid
Brand Image (X2)	X2.1	0,926	> 0,1388	0,000	Valid
	X2.2	0,913	> 0,1388	0,000	Valid
	X2.3	0,754	> 0,1388	0,000	Valid
	X2.4	0,921	> 0,1388	0,000	Valid
	X2.5	0,754	> 0,1388	0,000	Valid
	X2.6	0,918	> 0,1388	0,000	Valid
Brand Awareness (X3)	X3.1	0,892	> 0,1388	0,000	Valid
	X3.2	0,697	> 0,1388	0,000	Valid
	X3.3	0,698	> 0,1388	0,000	Valid
	X3.4	0,879	> 0,1388	0,000	Valid
Price (X4)	X4.1	0,912	> 0,1388	0,000	Valid
	X4.2	0,817	> 0,1388	0,000	Valid
	X4.3	0,737	> 0,1388	0,000	Valid
	X4.4	0,913	> 0,1388	0,000	Valid
Product Quality (X5)	X5.1	0,797	> 0,1388	0,000	Valid
	X5.2	0,784	> 0,1388	0,000	Valid
	X5.3	0,724	> 0,1388	0,000	Valid
	X5.4	0,820	> 0,1388	0,000	Valid
	X5.5	0,516	> 0,1388	0,000	Valid
Buying decision (Y)	Y.1	0,761	> 0,1388	0,000	Valid
	Y.2	0,670	> 0,1388	0,000	Valid
	Y.3	0,618	> 0,1388	0,000	Valid
	Y.4	0,657	> 0,1388	0,000	Valid
	Y.5	0,749	> 0,1388	0,000	Valid
	Y.6	0,667	> 0,1388	0,000	Valid

*Source: Processed primary data (2025)*

From table 1, it can be seen that for all indicators of each variable, the calculated r value is greater than the r table of > 0.1388, and with a significant value smaller than 0.05 ( $0.000 < 0.05$ ), so it can be concluded that all indicators of the six variables Brand Ambassador, Brand Image, Brand Awareness, Price, Product Quality and Purchasing Decision are Valid.

**Table 2. Reliability Test**

Variable	Cronbach Alpha	Condition	Information
Brand Ambassador (X1)	0,839	> 0,70	Reliabel
Brand Image (X2)	0,932		Reliabel
Brand Awareness (X3)	0,802		Reliabel
Price (X4)	0,867		Reliabel
Product Quality (X5)	0,778		Reliabel
Buying decision (Y)	0,777		Reliabel

*Source: Processed primary data (2025)*

According to the summary of Table 2, it is evident that the instrument used as a research measurement tool is valid. The results of the reliability test indicate that the  $\alpha$  value for each variable is greater than 0.70, suggesting that the variables Brand Ambassador, Brand Image, Brand Awareness, Price, Product Quality, and Purchasing Decisions are reliable tools for collecting research data.

**Table 3. Classical Assumption Test**

Classic Assumptions Test	Test Equipment	X1	X2	X3	X4	X5
Normality Test	Kolmogorov-Smirnov test	Sig. = 0,200				
Multicollinearity Test	Tolerance	0,772	0,582	0,949	0,626	0,415
	VIF	1,296	1,718	1,054	1,597	2,412
Heteroscedasticity Test	Glejser test	0,403	0,621	0,872	0,820	0,074

*Source: Processed primary data (2025)*

The normality test in Table 3 shows that 0.176 is the Kolmogorov-Smirnov value. Considering that the Kolmogorov-Smirnov significance value is greater than 0.05 (0.200), the data can be considered normally distributed. The multicollinearity test in Table 3 shows that the variable's VIF value is less than 10 and its tolerance value is greater than 0.10. It can be concluded that the research variables do not exhibit multicollinearity issues. The heteroscedasticity test in Table 3 shows that there is no heteroscedasticity problem, as evidenced by all variables having significance values (sig.) above 0.05. Therefore, there can be no heteroscedasticity issues.

**Table 4. Results of Multiple Linear Regression Test and Hypothesis Test**

Variable	Regression test	T	T test	Conclusion
	(Beta)		Sig.	
Brand Ambassador (X1)	0,509	11,073	0,000	H1 Accepted
Brand Image (X2)	0,319	8,509	0,000	H2 Accepted
Brand Awareness (X3)	0,196	3,288	0,001	H3 Accepted
Price (X4)	0,535	10,731	0,000	H4 Accepted
Product Quality (X5)	-0,164	-2,500	0,013	H5 Accepted

*Source: Processed primary data (2025)*

Based on Table 4, in the Unstandardized Coefficients column in Part B, the regression equation model is as follows:

$$Y = a + 0.509.X1 + 0.319.X2 + 0.196.X3 + 0.535.X4 - 0.164.X5 + e$$

Based on Table 4, hypothesis testing was conducted using the t-test to determine significance. The explanation is as follows:

- Variable X1 (Brand Ambassador) shows a positive coefficient value and a significance level of  $0.000 < 0.05$ , thus confirming that H1 is accepted. This means that the Brand Ambassador variable has a positive and significant effect on the Purchase Decision variable.
- Variable X2 (Brand Image) shows a positive coefficient value and a significance level of  $0.000 < 0.05$ , thus confirming that H2 is accepted. This means that the Brand Image variable has a positive and significant effect on the Purchase Decision variable.
- Variable X3 (Brand Awareness) shows a positive coefficient value and a significance level of  $0.001 < 0.05$ , thus confirming that H3 is accepted. This means that the Brand Awareness variable has a positive and significant effect on the Purchase Decision variable.
- Variable X4 (Price) shows a positive coefficient value and a significance level of  $0.000 < 0.05$ , thus confirming that H4 is accepted. This means that the Price variable has a positive and significant effect on the Purchase Decision variable.
- Variable X5 (Product Quality) shows a negative coefficient value and a significance value of  $0.013 < 0.05$ , thus proving that H5 is accepted. This means that the Price variable has a negative and significant effect on the Purchase Decision variable.

**Table 5. Simultaneous F Test**

Model	F-count	Sig.	Conclusion
Regression Residual	121,025	0.000	Simultaneous influence

Table 5 can be concluded that the calculated F value (127.025) is greater than the F table value (2.26, Df = 200, K = 5), and it has a significant p-value of 0.000, which is smaller than the significance level  $\alpha$  of 0.05. So the conclusion is that H6 is accepted. This means that the variables Brand Ambassador

(X1), Brand Image (X2), Brand Awareness (X3), Price (X4), and Product Quality (X5) together influence the Purchase Decision (Y).

**Table 6. Test of the Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square
1	0,875	0,766	0,760

Based on Table 6, it can be seen through the Adjusted R Square value of 0.760 (76.0 percent), which shows that 0.760 of the Purchasing Decision variable can be explained by Brand Ambassador (X1), Brand Image (X2), Brand Awareness (X3), Price (X4), and Product Quality (X5). At the same time, other variables outside the research model explain the remaining 24.0 percent.

## ***Discussion***

### **The Influence of Brand Ambassadors on Purchasing Decisions**

The results of the study indicate that the Brand Ambassador variable has a positive and significant influence on Purchasing Decisions. According to Purwati & Cahyanti (2022), Brand ambassadors serve as a medium through which companies communicate and connect with the public to increase and expand sales. Brand ambassadors are cultural icons or identities who serve as marketing tools, representing a product. Brand ambassadors are one aspect of influencing consumer behavior. This means that, according to Paramitha & Prabandari (2022), Brand ambassadors influence purchasing decisions because they can build trust and enhance brand image in the eyes of consumers. As public figures who are often already known and trusted by the target market, brand ambassadors can have a positive influence on consumer perceptions of the product. Their presence in marketing campaigns can also strengthen consumers' emotional associations with the brand, creating a more personal sense of connection. As a result, consumers are more likely to choose products promoted by brand ambassadors they admire or trust, because they perceive the products as having higher quality and value. This research aligns with studies by Paramitha & Prabandari (2022) and Purwati & Cahyanti (2022), which demonstrate that Brand Ambassadors have a positive impact on Purchasing Decisions.

### **The Influence of Brand Image on Purchasing Decisions**

The results of the study indicate that the Brand Image variable has a positive and significant effect on Purchasing Decisions. According to Purwati & Cahyanti (2022), Brand image refers to the perception and beliefs held by consumers, as reflected in the associations stored in their memory. Brand image is also referred to as schematic brand memory, which encompasses the target market's interpretation of product characteristics, benefits, usage situations, and market characteristics. This means that, according to Paramitha & Prabandari (2022), Brand image influences purchasing decisions because it reflects consumers' perceptions and associations with a product, which are formed through experience, communication, and interaction with the brand. A positive brand image, such as the impression of quality, modernity, or trustworthiness, can create confidence in consumers that the product offered will meet their expectations. When consumers have a positive image of a brand, they tend to be more loyal and willing to pay more, and are more easily influenced to make a purchase. Conversely, a negative brand image can reduce consumer interest and trust, thereby significantly influencing purchasing decisions. This research aligns with studies by Paramitha & Prabandari (2022), Rahmawati et al. (2022), and Amelfdi & Ardyan (2021), which demonstrate that Brand Image has a positive influence on Purchasing Decisions.

### **The Influence of Brand Awareness on Purchasing Decisions**

The results of the study indicate that Brand Awareness has a positive and significant effect on Purchasing Decisions. According to Paramitha & Prabandari (2022), Brand Awareness is the condition

where a brand name appears in a consumer's mind when thinking about a particular product category and how easily consumers recall that brand name. Alternatively, brand awareness refers to the level of consumer knowledge and recognition of a brand's presence in a specific product category. This includes the consumer's ability to recognize and remember a brand, as well as associate it with the product or service offered. This means that Brand Awareness influences purchasing decisions because it reflects the extent to which consumers recognize and remember a brand in a particular product category. When brand awareness is high, the brand becomes the primary choice that comes to mind when consumers consider a purchase. This facilitates the decision-making process for consumers, as they tend to choose brands that are already well-known and well-remembered. Brand awareness also fosters a sense of familiarity, which can reduce uncertainty and increase trust in a product, making consumers more likely to choose brands they are already familiar with over lesser-known ones. This research aligns with the study by Paramitha & Prabandari (2022), which demonstrates that Brand Awareness has a positive and significant effect on Purchasing Decisions.

#### The Influence of Price on Purchasing Decisions

The study's results indicate that the price variable has a positive and statistically significant effect on purchasing decisions. According to Sari & Prihartono (2021), price refers to the amount of money that customers must pay to sellers for the goods they purchase. Meanwhile, according to Farhanah & Marzuqi (2021), price is something that can be controlled and determines whether or not consumers accept a product. The price of a product is very relative. Therefore, an appropriate pricing strategy is needed. This means that price influences purchasing decisions because it is one of the main factors considered by consumers in assessing the value of a product. A price that aligns with consumers' perceptions of product quality can influence purchasing decisions, especially if the product is perceived as offering good value or commensurate with the investment. On the other hand, a price that is too high can deter purchases, especially if consumers feel that the benefits obtained are not commensurate with the costs. Conversely, a price that is too low can raise doubts about the product's quality. Therefore, appropriate pricing is crucial for attracting and retaining consumers, as well as influencing their purchasing decisions. This research aligns with studies by Sari & Prihartono (2021) and Farhanah & Marzuqi (2021), which demonstrate that price has a positive and significant impact on purchasing decisions.

#### The Influence of Product Quality on Purchasing Decisions

The results of the study indicate that Product Quality has a negative and significant effect on Purchasing Decisions. According to Sari & Prihartono (2021), product quality refers to the overall characteristics and attributes of a product or service that influence its ability to satisfy specific needs. Product quality is the primary positioning reference for marketers. Product or service performance is directly influenced by product quality, which is reflected in consumer value and satisfaction. For a company, products play a crucial role, as it cannot operate its business without them. The results of this study indicate that product quality has a negative and significant effect on purchasing decisions. Several factors can cause this. First, consumers have overly high expectations of product quality that often fail to match reality, resulting in disappointment and decreased purchase interest. Second, in some cases, high-quality products are often more expensive, so consumers prefer more affordable alternatives, even if they are of lower quality. Third, consumer preferences also play a role, as some consumers consider aspects such as brand, promotion, or ease of access more important than product quality itself. Furthermore, higher product quality may not always be necessary in every product category, especially when consumers are looking for products that are consumable, seasonal, or intended for short-term use. Thus, when product quality increases but is not balanced by other factors that align with consumer preferences and purchasing power, purchasing decisions can decrease significantly. This research aligns with the study by Milano et al. (2021), which found that product quality has a negative and significant impact on purchasing decisions.



## The Influence of Brand Ambassador, Brand Image, Brand Awareness, Price, and Product Quality Jointly on Purchasing Decisions

The results of the study show that the variables of brand ambassador, brand image, brand awareness, price, and product quality jointly influence purchasing decisions. The influence of brand ambassador, brand image, brand awareness, price, and product quality together on purchasing decisions occurs because these five factors complement each other in shaping consumer perceptions and attitudes towards a product. The brand ambassador variable can attract consumer attention and build trust through the image of a public figure who represents the product. Brand image creates an overall impression of the brand that influences how consumers assess the value and superiority of the product. Brand awareness plays a crucial role in enabling consumers to recognize and recall products among numerous choices easily. Meanwhile, price is a rational consideration that indicates whether a product is worth buying based on the value offered. Price is a rational factor that significantly influences decisions, especially when evaluating the value offered against the cost. Ultimately, product quality is a crucial factor in determining customer satisfaction and repeat business. When all these factors support one another, they form a strong impetus for consumers to make purchasing decisions.

## CONCLUSION

Based on the discussion above, it can be concluded that brand ambassadors, brand image, brand awareness, and price all have a positive and significant effect on purchasing decisions. Product quality has a negative and significant effect on purchasing decisions. In addition to brand ambassadors, brand image, brand awareness, price, and product quality collectively influence purchasing decisions. There are limitations in this study, namely: This study only uses five independent variables, while in related theories that influence Purchasing Decisions are said to be many and complex, so the five variables used in this study still do not cover all the factors that influence Purchasing Decisions, and the sample population in this study is not broad enough to only one product or one research object. As well as suggestions for further research, namely, further researchers are expected to be able to research not only the variables of Brand Ambassador, Brand Image, Brand Awareness, Price and Product Quality that influence Purchasing Decisions, but should be developed into other variables such as (Promotion, Advertising, Environment, Information, Celebrity endorser, Location, etc.) and further researchers are expected to be able to research in other institutions, so that it can be known the influence of Brand Ambassador, Brand Image, Brand Awareness, Price and Product Quality on Purchasing Decisions in these institutions whether they have the same effect or not on the results of this study.

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