

ABSTRACT

The Influence of Brand Ambassador and Brand Trust as Determining Factors of Purchase Decision for Nike Products among Millennial and Gen Z Consumers in Jabodetabek

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This study aims to analyze the influence of Brand Ambassador on Purchase Decision, with Brand Trust as a mediating variable. The research was conducted among millennial and Gen Z consumers of Nike products in the Greater Jakarta (Jabodetabek) area. The research method used is a quantitative approach with data collected via questionnaire and processed using Structural Equation Modeling – Partial Least Square (SEM-PLS) on a sample of 120 respondents. The results show that Brand Ambassador has a positive and significant influence on Brand Trust, and Brand Trust significantly affects Purchase Decision. Moreover, Brand Ambassador also has a direct effect on Purchase Decision, as well as an indirect effect through Brand Trust as a mediator. The research model shows a high level of fit, with a Goodness of Fit (GoF) value of 0.553. The implications of this study suggest that companies should optimize Brand Ambassador strategies and build consumer trust to enhance purchase decisions. This research also contributes to marketing literature, particularly in understanding the behavior of young urban consumers.

Keywords: *Brand Ambassador, Brand Trust, Purchase Decision, SEM-PLS, Nike*