

ABSTRACT

The Influence of “ITZY” Brand Ambassador and Electronic Word of Mouth on the Purchase Decision of Ultra Milk Milk Products Mediated by Brand Image

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This research was conducted with the aim of conducting research on the influence of the "ITZY" brand ambassador and electronic word of mouth on the purchasing decision of Ultra Milk dairy products mediated by brand image. With this research using quantitative methods and Structural Equation Modeling (SEM) based on Partial Least Square (PLS) for data analysis techniques. This study uses SmartPLS 3.0 software as a data processing tool. By having a sample size of 140 samples. This study has the result that brand ambassadors have a significant effect on purchasing decisions for Ultra Milk dairy products, electronic word of mouth has a significant effect on purchasing decisions for Ultra Milk dairy products, brand image has a significant effect on purchasing decisions, brand ambassadors have a significant effect on purchasing decisions for Ultra Milk dairy products which is mediated by brand image, and electronic word of mouth has a significant effect on purchasing decisions for Ultra Milk milk products which are mediated by brand image.

Keywords: *Ultra Milk, Brand Ambassador, Electronic Word Of Mouth, Brand Image, Purchase decision*