

ABSTRACT

FITA SARI ANDRIANI. *The Influence of Product Quality, Brand Ambassador and Advertisement to Purchase Decision (Case Study on Buyer and Smartphone Users of OPPO F Series in West Jakarta Region) (Guided by Endang Ruswanti)*

This study aims to determine the effect of Product Quality, Brand Ambassador and Advertising Against Purchasing Decision Smartphone OPPO F Series in West Jakarta Region. The independent variable consists of Product Quality, Brand Ambassador and Advertisement, while the dependent variable is Purchase Decision. The number of sample used in this research is 180 respondents. Respondents of this study are consumers who have purchased and used Smartphone OPPO F Series located in West Jakarta Region. The method of analysis used in this study is multiple linear regression.

The results showed that Product Quality positively affects Purchasing Decision, Brand Ambassador positively influence to Purchase Decision, Advertising positively influence to Purchase Decision. In addition, the results showed that Product Quality, Brand Ambassador and Advertising together positively influence on Purchasing Decision and Brand Ambassador is the most dominant variable affecting Purchase Decision.

Keywords: *Product, Brand Ambassador and Advertisement to Purchase Decision*