

**“THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT  
QUALITY, AND ADVERTISING ON BRAND IMAGE AND  
THEIR EFFECT TOWARD PURCHASE INTENTION ON  
OPPO SMARTPHONE IN SURABAYA”**



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**TITLE PAGE**

**THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT  
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OPPO SMARTPHONE IN SURABAYA**

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International Business Management Major

By:

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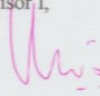
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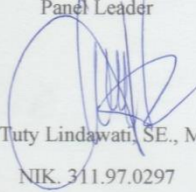
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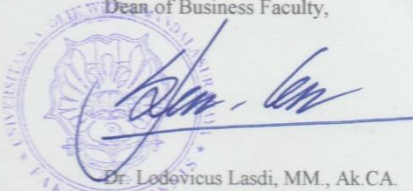


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## **FOREWORD**

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The author realizes that this proposal still has shortcomings, therefore all suggestions and criticism is expected for the improvement of this thesis. Hopefully this thesis can provide benefits for readers.

Surabaya, June 2018

Stanley Theonata

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THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT  
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SMARTPHONE IN SURABAYA

**ABSTRACT**

Marketing is the most important points for companies to attract consumer to their product. Companies want their consumer to have an intention to buy their product. If consumer doesn't have intention to buy their product, then consumer will not buy their product. Therefore, this study aims to analyze the influence of brand ambassador, product quality, advertising , and brand image toward consumer purchase intention

This research is a quantitative research that has six hypotheses to be tested. The type of data used in the form of questionnaires. The sample used in this study is 150 respondents. The object of research is people who have experience with OPPO smartphone product. Data analysis technique used is structural equation model.

The results of the research on people who have experience with OPPO smartphone product showed that the brand ambassador and product quality have an influence on brand image and brand ambassador, product quality, advertising , and brand image have an influence toward consumer purchase intention

**Keywords :** Brand Ambassador, Product Quality, Advertising, Brand Image, Purchase Intention



**PENGARUH BRAND AMBASSADOR, KUALITAS  
PRODUK, DAN IKLAN KEPADA IMAGE BRAND DAN  
DAMPAKNYA TERHADAP NIAT BELI PADA  
SMARTPHONE OPPO DI SURABAYA  
ABSTRAK**

Marketing adalah salah satu alat terpenting untuk perusahaan dalam menarik konsumen terhadap produk mereka. Perusahaan menginginkan consumer untuk memiliki niat beli terhadap produk mereka. Apabila consumer tidak memiliki niat beli terhadap produk mereka, maka konsumen tidak akan membeli produk mereka. Karena itu penelitian ini bertujuan untuk melihat pengaruh dari brand ambassador, kualitas produk, iklan, dan image brand terhadap niat beli.

Didalam penelitian ini terdapat 6 hipotesis yang diteliti. Data yang digunakan adalah kuisoner. Sample penelitian ini adalah 150 respondent. Objek penelitian ini adalah orang yang memiliki pengalaman dengan smartphone OPPO

Hasil dari penelitian terhadap orang yang pernah memiliki pengalaman dengan smartphone OPPO menunjukkan bahwa brand ambassador dan kualitas produk memiliki pengaruh terhadap image brand dan brand ambassador, kualitas produk, iklan, dan image brand memiliki pengaruh terhadap keputusan pembelian

**Keywords :** Brand Ambassador, Kualitas Produk, Iklan, Brand Image, Niat Beli