

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Brand Ambassador, Brand Image Dan Country Of Origin* Terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe.

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Ambassador, Brand Image Dan Country Of Origin* Terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 105 konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa secara parsial *Brand Ambassador* berpengaruh positif dan signifikan terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe, *Brand image* berpengaruh positif dan signifikan terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe, *Country Of Origin* berpengaruh positif dan signifikan terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe. Secara simultan *brand ambassador, Brand image* dan *country of origin* berpengaruh positif dan signifikan terhadap *Purchase Intention* Produk Pakaian Olah Raga di *Platform E-Commerce* Pada Masyarakat di Kota Lhokseumawe.

Kata Kunci : *Brand Ambassador, Brand Image, Country Of Origin, Purchase Intention*

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Title : *The Influence of Brand Ambassador, Brand Image and Country of Origin on Purchase Intention of Sportswear Products on E-Commerce Platforms in Lhokseumawe City Society.*

This study aims to analyze the Influence of Brand Ambassador, Brand Image and Country of Origin on Purchase Intention of Sportswear Products on E-Commerce Platforms in Lhokseumawe City Society. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. Respondents in this study were 105 consumers. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that partially Brand Ambassador has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City, Brand image has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City, Country Of Origin has a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City. Simultaneously brand ambassador, Brand image and country of origin have a positive and significant effect on Purchase Intention of Sportswear Products on the E-Commerce Platform in the Community in Lhokseumawe City.

Keywords : *Brand Ambassador, Brand Image, Country Of Origin, Purchase Intention*