

ABSTRACT

This study aims to analyze the influence of Price Perception, Brand Ambassador, and Product Quality on Purchase Intention, as well as its impact on the Purchase Decision of Me-O cat food in Semarang City. Me-O is a widely recognized cat food brand in Indonesia. One of Me-O's marketing strategies is utilizing brand ambassadors to enhance consumer purchase decisions. Cat owners tend to be highly selective about their pets' food, considering both quality and price. Me-O offers a variety of high-quality cat food products at affordable prices.

As a developing urban area, Semarang has a growing number of pet owners, particularly cat owners, who are increasingly concerned about pet food quality. Therefore, this study employs Non-Probability Sampling with a Purposive Sampling technique. The selected population consists of individuals who have purchased Me-O products, with a sample of 160 respondents who fit the study's criteria. Data analysis is conducted using the Structural Equation Modeling (SEM) method with AMOS version 24 software to examine the relationship between independent and dependent variables.

The findings indicate that Price Perception, Brand Ambassador, and Product Quality have a positive and significant effect on Purchase Intention and Purchase Decision. Furthermore, Purchase Interest is proven to have a positive and significant effect on Purchase Decision.

Keywords: Purchase Decision, Theory of Planned Behaviour, Pet Food, Purchase Intention