ABSTRACT

This study aimed to analyze the effect arising from the brand ambassador, product quality, price and advertising appeals of brand image and its influence on purchase intentions of face care Garnier. Variables used in this study are brand ambassador, product quality and price as the independent variables, then advertising appeals and brand image as intervening variables and purchase intentions as the dependent variable.

The sample in this study of 200 respondents is derived from consumer face care Garnier Semarang city. The method used is accidental sampling by distributing questionnaires to the respondents. In this study developed a theoretical model to propose seven hypotheses to be tested using analysis tools Structural Equation Modeling (SEM) which is operated through a program AMOS 22.0

Based on the results of data processing for the SEM full model has met the criteria of goodness of fit as follows, the value of chi-square = 177.543; probability = 0.001; RMSEA = 0.046; CMIN / DF = 1.420; GFI = 0.912; AGFI = 0,879; TLI = 0.978; CFI = 0.982; NFI = 0.904. With the result that it can be said that this model is feasible to be used. The results of this study prove that the six hypothesis are accepted and one hypothesis are rejected. Six hypothesis accepted show are brand ambassador positively affect to advertising appeals, product quality positively inaffect purchase intentions, product quality positively affect to brand image, advertising appeals positively affect to brand image, price positively affect to purchase intentions and brand image positively affects to purchase intentions. One hypothesis rejected is show price doesn't significant but affected positive to brand image.

Keywords: brand ambassador, product quality, price, advertising appeals and purchase intentions