**ANALISIS PENGARUH *BRAND AMBASSADOR*, *BRAND IMAGE*, *KOREAN WAVE* DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK NATURE REPUBLIC**

***(THE ANALYSYS OF THE EFFECT OF BRAND AMBASSADOR, BRAND IMAGE, KOREAN WAVE AND PRODUCT QUALITY ON PURCHASING DECISIONS OF NATURE REPUBLIC PRODUCTS)***

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| **Website:** |  | **Abstrak** |
|  |  | Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador*, *brand image*, *Korean wave* dan kualitas produk terhadap keputusan pembelian pada produk Nature Republic baik secara parsial maupun simultan. Metode analisis yang digunakan adalah metode kuantitatif dengan teknik *Probability Sampling* (*Random Sample*). Sampel yang digunakan sebanyak 100 responden dari ELF Lamongan. Hasil uji t diperoleh nilai thitung X1 (2,137), nilai thitung X2 (1,988), nilai thitung X3 (2,036), dan nilai thitung X4 (2,388) > ttabel (1,985). Sedangkan hasil dari uji F diperoleh nilai Fhitung (73,566) > Ftabel (2,70). |
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| **Kata Kunci:** |  |
| *Brand ambassador, brand image, Korean wave, kualitas produk, keputusan pembelian* |  |
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| **Keywords :**  *Brand ambassador, brand image, Korean wave, product quality, purchasing decisions* |  | ***Abstract*** |
|  | *This study aims to determine the effect of brand ambassador, brand image, Korean wave and product quality on purchasing decisions on Nature Republic products, both partially and simultaneously. The analytical method used is a quantitative method with Probability Sampling (Random Sample) technique. The sample used was 100 respondents from ELF Lamongan. T test result obtained value of tcount X1 (2,137), value of tcount X2 (1,988), value of tcount X3 (2,036), and value of tcount X4 (2,388) > ttable (1,985). While the result of the F test obtained the value of Fcount (73,566) > Ftable (2,70).* |
| **Alamat Kantor:** |  |
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