

## ABSTRAK

Penelitian ini bertujuan untuk mendiskripsikan dan menganalisis pengaruh *Sponsorship*, *Brand Ambassador*, *Country of Origin*, dan *Brand Image* terhadap *Buying Decision* pada Produk Handphone Oppo. Penelitian ini menggunakan kuesioner dengan teknik pengambilan sampel *Convenience Sampling* dan populasi dalam penelitian ini adalah pembeli Produk Handphone Oppo di Semarang timur yang sebanyak 100 responden. Metode analisis data yang digunakan pada penelitian ini adalah *path analisis* dan analisis regresi berganda dengan menggunakan SPSS 16.0.

Berdasarkan hasil penelitian ini menunjukkan bahwa variabel *Sponsorship* berpengaruh signifikan terhadap *Buying Decision*, *Brand Ambassador* berpengaruh signifikan terhadap *Buying Decision*, *Country of Origin* berpengaruh signifikan terhadap *Buying Decision*, *Sponsorship* berpengaruh signifikan terhadap *Brand Image*, *Brand Ambassador* berpengaruh signifikan terhadap *Brand Image*, *Country of Origin* berpengaruh signifikan terhadap *Brand Image*, *Brand Image* berpengaruh signifikan terhadap *Buying Decision*. Variabel *Brand Image* tidak dapat menjadi variabel intervening, karena pengaruh langsung lebih besar dari pengaruh tidak langsung.

**Kata Kunci :** *Sponsorship*, *Brand Ambassador*, *Country of Origin*, *Brand Image* dan *Buying Decision*

## **ABSTRACT**

*The purpose of this study was to describe and analyze the effect of Sponsorship, Brand Ambassador, Country of Origin, Brand Image, and Buying Decision on the Oppo mobile Product. This research using questionnaire with sampling technique of Convenience Sampling. And population in this research is the buyer of Oppo mobile product in Semarang East as many as 100 respondents. Data analysis method used in this research is done by path analysis and multiple regression analysis using SPSS 16.0.*

*Based on the result of this research indicate that the variable Sponsorship significant effect on the Buying Decision, Brand Ambassador significant effect on the Buying Decision, Country of Origin significant effect on the Buying Decision, Sponsorship significant effect on Brand Image, Brand Ambassador significant effect on Brand Image, Country of Origin effect Significant to Brand Image, Brand Image Significant effect on Buying Decision. The Brand Image variable unable to become the intervening variable, because the direct effect is greater than the indirect effect.*

**Keyword : Sponsorship, Brand Ambassador, Country of Origin, Brand Image, and Buying Decision**