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**PENGARUH *INFLUENCER* XAVIERA SEBAGAI *BRAND*
AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN
PRODUK HIJAB LOZY DIMODERASI OLEH *BRAND IMAGE***



SKRIPSI

*Diajukan Untuk Memenuhi Sebagian Syarat Untuk Memperoleh Gelar
Sarjana Bisnis*

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Pembelian Produk Hijab Lozy dimoderasi oleh *Brand Image***

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TERHADAP KEPUTUSAN PEMBELIAN PRODUK HIJAB LOZY
DIMODERASI OLEH *BRAND IMAGE***

ABSTRAK

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Penelitian ini menguji pengaruh *influencer* Xaviera sebagai *brand ambassador* terhadap keputusan pembelian produk hijab Lozy, dengan *brand image* sebagai variabel moderasi. Metode SEM-PLS diaplikasikan pada 130 responden pelanggan Lozy di Bandung. Hasil membuktikan *brand ambassador* berpengaruh signifikan dan positif terhadap keputusan pembelian (koefisien 0,329; $p=0,008$). Uji moderasi mengonfirmasi *brand image* memperkuat hubungan tersebut secara signifikan (koefisien 0,139; $p=0,014$). Model memiliki daya jelas 63,6% ($R^2=0,636$) dan daya prediksi tinggi ($Q^2=0,587$). Temuan menyimpulkan bahwa *influencer* Xaviera berkontribusi signifikan mendorong keputusan pembelian, dengan *brand image* berperan sebagai penguat.

Kata Kunci: *brand ambassador*, *brand image*, keputusan pembelian, hijab Lozy, Xaviera

**THE INFLUENCE OF INFLUENCER XAVIERA AS BRAND
AMBASSADOR ON THE PURCHASE DECISION OF LOZY HIJAB
PRODUCTS MODERATED BY BRAND IMAGE**

ABSTRACT

By

Angellina Asyivadibrata

This study examines the influence of influencer Xaviera as a brand ambassador on the purchase decisions of Lozy hijab products, with brand image as a moderating variable. The SEM-PLS method was applied to 130 Lozy customers in Bandung. Results prove that the brand ambassador has a significant and positive effect on purchase decisions (coefficient 0.329; $p=0.008$). The moderation test confirms that brand image significantly strengthens this relationship (coefficient 0.139; $p=0.014$). The model has an explanatory power of 63.6% ($R^2=0.636$) and high predictive power ($Q^2=0.587$). The findings conclude that influencer Xaviera contributes significantly to driving purchase decisions, with brand image acting as a reinforcing factor.

Keywords: brand ambassador, brand image, purchase decision, Lozy hijab, Xaviera

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