

**“THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND  
AMBASSADORS, QUALITY OF PRODUCT, AND ONLINE CUSTOMER  
REVIEWS ON PURCHASE DECISIONS OF ERIGO PRODUCTS  
(STUDY ON STUDENTS OF FACULTY ECONOMICS AND BUSINESS  
ANDALAS UNIVERSITY)**

**THESIS**

Submitted as Partial Requirements to Achieve Bachelor’s Degree in  
Undergraduate Study Program Department of Management Faculty of Economics  
and Business Andalas University



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*Thesis by : Luthfi Aulia Richan*


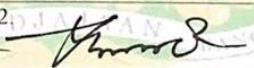

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**ABSTRACT**

This study aims to examine the effect of social media marketing, brand ambassadors, quality of product, and online customer reviews on purchase decisions of Erigo products with the case of study on students of Faculty Economic and Business Andalas University. Samples were taken from 157 respondents using the non probability method from students of Faculty of Economics and Business, Andalas University, then the data was processed and tested using SmartPLS4.0. Data collection is carried out using a quantitative approach with an online survey technique. This research found that social media marketing and quality of product has a positive and significant effect on purchase decisions. Besides, it shows that brand ambassadors and online customer reviews has a negative and not significantly affected by the purchase decisions.

**Keywords :** *Social Media marketing, Brand Ambassadors, Quality Of Product, Online Customer Reviews, Purchase Decisions, Erigo*

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