The Effect of Brand Ambassador and Product Quality on Purchase Decision through Brand Trust of Mie Sedaap in Surabaya

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Abstract: The objective of this study is to analyze the effect of brand ambassador and product quality on purchase decision through brand trust of Mie Sedaap in Surabaya.

Data collection tools used in this study were questionnaires. Questionnaires were distributed to consumer of Mie Sedaap as many as 150 respondents arranged based on predetermined variable. The data analysis technique used in this study is SEM (Structural Equation Model) using LISREL as a data processing aid.

The results of this study indicate that brand ambassador and product quality have significant influence on purchase decision through brand trust of Mie Sedaap in Surabaya.

The advice given in this study is choose the right brand ambassador which can increase sales and get the attention of consumers. Apart from that, improving the product quality, such as taste, packaging, adding new variants, and choose creative marketing methods.

Keywords: Brand Ambassador, Product Quality, Brand Trust and Purchase Decision

I. INTRODUCTION

Background

In today's millennial era, market competition is getting tighter, thus requiring company management to be creative in getting public attention. One of them is *brand ambassador* is a positive *trend* that can be used to get public attention. So, many companies use artists as *brand ambassadors*, with the aim to facilitate in getting public attention, not only artists in the country, but artists from abroad also appear on television screens and advertisements on *social media*.

The influence of artists to become brand *ambassadors* is good and will attract the attention of most people to try to change their way of life such as artists who become brand ambassadors of a product so that consumers will identify themselves with the artist displayed in the media. Most consumers will believe that the artist who became the brand *ambassador* is a well-known artist and has a positive influence for fans. *Artist* images have changed the way *audiences* or consumers think and perceptions and influenced their consumption habits. Thus, *brand ambassadors* are believed to be an effective marketing tool, this is reinforced by Andersson and Ekman (2009) penggunaan brand *ambassador* is not only more cost-effective, but also more effective than other marketing tools such as advertising. If you already believe in the credibility of the brand ambassador and the quality of the product, it will encourage the decision to purchase a product.

Not only make the artist as a brand *ambassador* but Mie Sedaap also improve the quality of the product, namely, the number of consumers who praise if Mie Sedaap has a more chewy noodle texture and not easily expand when boiled, reported from the website Indonesiarichest.com. Recently, Mie Sedaap improved the quality by improving the quality of the taste and with a thicker texture and a level of spiciness that can be adjusted to each taste, adding new flavor variants that attract the attention of consumers, such as variants of Korean spicy *chicken* fried noodles. In order to make the product more in accordance with the origin of *the brand ambassador* country, namely Korea. Thus, making consumers believe in products made by noodles Sedaap and encourage consumers to make purchasing decisions.

Keputusan purchase is an action of the consumer to want to buy or not against a product this is stated by Kotler (2002:4). The company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build communication to consumers by implementing marketing strategies, as well as innovating for new variants of a product. The complex purchasing decision-making process often involves several decisions.

In this study, the author was interested to do about "The Influence of Choi Siwon As Brand Ambassador and Product Quality On Purchasing Decisions Through The Trust ofMie Sedaap Brand In Surabaya".

Statements of the Problem

1. Does brand ambassador have a significant effect on brand trust of Mie Sedaap in Surabaya?
2. Does product quality have a significant effect on brand trust of Mie Sedaap in Surabaya?
3. Does brand trust have a significant effect on purchase decision of Mie Sedaap in Surabaya?
4. Does brand ambassador have a significant effect on purchase decision trough brand trust of Mie Sedaap in Surabaya?
5. Does product quality have a significant effect on purchase decision trough brand trust of Mie Sedaap in Surabaya?

Research Objectives

The purpose of this study was to analyze the effect of:
1. Brand ambassador toward brand trust of Mie Sedaap in Surabaya.
2. Product quality toward brand trust of Mie Sedaap in Surabaya.
3. Brand trust toward purchase decision of Mie Sedaap in Surabaya.

4. Brand ambassador toward purchase decision through brand trust of Mie Sedaap in Surabaya.
5. Product quality toward purchase decision through Brand trust of Mie Sedaap in Surabaya.

Research Benefits

Academic benefits, developing theories about the influence of brand ambassador and product quality on purchase decision through brand trust.

Practical benefits, practically this research is expected to be useful for the management of PT. Karunia Alam Segar to add insight about the influence of brand ambassador and product quality on purchase decisions through brand trust, so that it can be a reference to increase sales of Sedaap noodle products to be superior in their field.

II. LITERATURE REVIEW

Previous Research

This research was conducted inseparable from the results of previous studies that have been conducted as a comparison material and the study of the writing of this study. Previous research based on research conducted by Misra et al., (2019) in India. With variables studied are Celebrity Endorsement, Attractiveness, Credibility, Purchase Decision. The research population consists of 450 samples of respondents, data retrieval techniques with descriptive methods, and research tools using questionnaires. The study concluded that there is a good prospect to promote a product if it is supported by the presence of celebrities as advertising stars / brand ambassadors. Celebrities influence opinions about a product and have a striking influence on the purchasing decisions of its followers. There are three main factors that enhance the image of celebrities namely, attractiveness, familiarity, credibility and reliability. Attraction consists not only of physical appearance but also the extent to which celebrities are liked by their followers, success in careers, and how celebrities maintain a standard of living. Celebrities reflect an image of followers feeling worthy of being observed and following a celebrity lifestyle using a product supported by a celebrity. In addition, it also establishes familiarity with a celebrity. It becomes a condition for companies, that when they choose a brand ambassador, the fundamental thing to know is celebrities and prospects, to increase the impact of selling a product. It takes a conformity between brand image and celebrity personality. Celebrities should be considered a reliable source of knowledge about images, positions, attributes, and product functionality. There is no doubt about the fact that there is an effect of celebrity charisma on the purchasing preferences of a product. This is a great strategy in realizing improved product image and directing consumers to connect themselves with brands that are echoed from the view of favorite celebrities.

The second previous study was conducted by Nguyen and Gizaw (2014) in Sweden. The purpose of the study was to identify five factors that influence consumer purchasing decisions from low-cost private label brands, brand-related activities (ads & word of mouth), perception, attitude, buying intent and demographic factors. Studies prove brand and brand-related factors are not significant factors that influence purchasing intent. However, for food products, a price-quality relationship is the most important factor. If consumers' perceptions of quality and price match their expectations, they will be satisfied and considered high value for the product. But if consumers aren't satisfied with the product, they feel the risk and it negatively impacts their purchasing decisions. The study

also showed women buying more private labels at low prices compared to low-income men and women also bought more low-priced private labels compared to higher-income ones. The results showed a positive attitude towards the brand ICA (Inköps Centralernas Aktiebolag), in English translated with "The Purchasing Centers' Corporation" has a positive influence on the purchase of PLB (Private Label Brand).

Theoretical Basis

A brand ambassador is a communication and connection tool with consumers used by companies to communicate and connect with the public, regarding how they actually enhance sales by Lea-Greenwood (2012:88). With the company's brand ambassador in order to influence consumers to buy products that will be offered so as to increase sales.

According to Kotler and Armstrong (2012:283) the meaning of product quality is the ability of a product in demonstrating its function, it includes overall durability, reliability, accuracy, ease of operation and repair of products as well as other product attributes. Product quality is one of the main means of positioning marketers. Product quality has a direct influence on customer satisfaction.

Brand trust is the consumer's thinking about reliability based on experience, or more on the sequences of usage and interaction felt in accordance with the expectations of a product has given Rizan satisfaction (2012). Trust can happen because of the expectations and desires of consumers that can be fulfilled. In the sense described above can be concluded if the brand trust is a consumer's trust in a product by a particular brand. Dare to bear all the risks.

Purchase Decision is the process of selecting two or more alternative options that result in the decision to buy or not to buy. Alternative options should be available when consumers will make a decision. According to Peter and Olson (2013:163). Purchase Decision is a process that is done to combine all knowledge obtained by consumers into a useful consideration value in choosing two or more alternatives, so as to decide on one of the products.
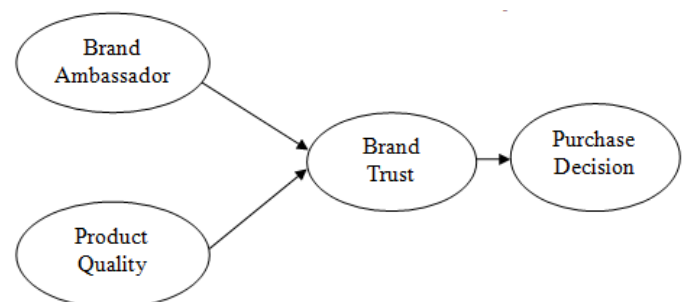
Research Model

Figure 1. Research Framework

This figure explained about the 4 variables in this study there are: brand ambassador, product quality, brand trust, and purchase decision. This research model is used to measure between variables, such as: brand ambassador to purchase decision, product quality to purchase decision, brand ambassador to brand trust, product quality to brand trust, brand trust to purchase decision, brand ambassador towards purchase decision through brand trust, product quality towards purchase decision through brand trust.

Hypothesis

Based on the theoretical basis and previous research, the hypothesis can be defined as follows:

1. Brand ambassador has a significant effect of brand trust on Mie Sedaap in Surabaya.
2. Product quality has a significant effect of brand trust on Mie Sedaap in Surabaya.
3. Brand trust has a significant effect of purchase decision on Mie Sedaap in Surabaya.
4. Brand ambassador has a significant effect of purchase decision through brand trust on Mie Sedaap in Surabaya.
5. Product quality has a significant effect of purchase decision through brand trust on Mie Sedaap in Surabaya.

III. RESEARCH METHODOLOGY

The type of research conducted is quantitative research. The purpose of this quantitative research is to determine the relationship of an independent variable to a dependent variable in a study and how much influence it has with the aim of testing a predetermined hypothesis. The data measurement scale used in this study is a Likert Scale. The data collection method used in the study was a questionnaire that was shared through the google form platform as many as 180 respondents with minimum age criteria of 17 years, living in Surabaya, having bought noodles as flavored as fried noodles, soto, and Korean spicy chicken, and knowing the brand ambassador Mie Sedaap. The sample size taken by the researchers uses the techniques required for calculation using Structural Equation Model.

IV. RESULTS AND DISCUSSION

Result

Characteristic of Respondents

Table 1: Characteristic of Respondents based on Domicile

No.	Domicile	Total Respondents
1	Surabaya	150
2	Other Surabaya	0
	Total	150

Source: Primary data, processed in 2020

Based on Table 1, it is known that the respondents domiciled in Surabaya are as many as 150 respondents. So, all respondents in this study are domiciled in Surabaya and have fulfilled the characteristics of the respondents who have been determined.

Table 2: Characteristic of Respondents based on Age

No.	Age	Total Respondents
1	17-22	73
2	22-26	35
3	26-30	14
4	>30	28
	Total	150

Source: Primary data, processed in 2020

Based on Table 2 it is known that respondents who are equal to or over 17 years old as many as 150 respondents. Thus, all respondents in this study were equal to or more than 17 years old and met the characteristics of the respondents who had been determined.

Table 3: Characteristic of Respondents based on consuming Mie Sedaap Variant Goreng, Soto, and *Korean Spicy Chicken*

No.	Have you ever consuming Mie Sedaap Goreng, Soto, and *Korean Spicy Chicken*?	Total Respondents
1	Yes	150
2	No	0
	Total	150

Source: Primary data, processed in 2020

Based on Table 3, it is known that respondents have consumed Mie Sedaap fried variants, Soto, and Korean Spicy Chicken as many as 150 respondents. So, all respondents in this study have consumed Mie Sedaap fried variants, Soto, and Korean Spicy Chicken and meet the characteristics of the respondents who have been determined.

Table 4: Characteristic of Respondent based on knowing the *Brand Ambassador* of Mie Sedaap

No.	Do you know that Choi Siwon as a *brand ambassador* of Mie Sedaap?	Total Respondents
1	Yes	150
2	No	0
	Total	150

Source: Primary data, processed in 2020

Based on Table 4, it is known that respondents recognized the brand ambassador Mie Sedaap as many as 150 respondents. So, all respondents in this study recognize the brand ambassador Mie Sedaap and meet the characteristics of the respondents who have been determined.

Descriptive Statistics of Research Variables

Here is the respondent's assessment of the statement on the variable Influence of brand ambassador and product quality on purchasing decisions through brand trust of Mie Sedaap in Surabaya.

Table 5: Descriptive Statistic Variable *Brand Ambassador*

Indicator	Statements	Mean	Std Deviation	Criteria
BA1	Dengan mudah mengenali Choi Siwon	4.43	0.893	Strongly Agree
BA2	Choi Siwon dapat diandalkan untuk mewakili produk Mie Sedaap	4.21	0.879	Strongly Agree
BA3	Choi Siwon memiliki daya tarik tersendiri sebagai brand ambassador	4.47	0.783	Strongly Agree
BA4	Choi Siwon memiliki reputasi yang baik	4.46	0.756	Strongly Agree
BA5	Ketika melihat Choi Siwon, timbul keinginan untuk mengikuti apa yang dilakukan Choi Siwon	3.31	1.280	Neutral
	Sum	4.17	0.9182	Agree

Source: Primary data, processed in 2020

Based on Table 5 it is known that Brand Ambassador variables are measured using 5 measurements. The total average value on the Brand Ambassador variable of 4.17 indicates that the respondent's answer agreed to the statement of the variable Brand Ambassador Mie Sedaap in Surabaya. based on the results obtained from Table 4.5, respondents have a perception that Brand Ambassador has a good reputation of 4.46 and is the highest average value on the Brand Ambassador variable. While the lowest average value on the Brand Ambassador variable is 3.31 with the perception that When looking at Choi Siwon, there is a desire to follow what Choi Siwon does.

Tabel 6: Deskriptif Statistik Variabel *Product Quality*

Indicator	Statements	Mean	Std Deviation	Criteria
PQ1	Warna kemasan Mie Sedaap mencerminkan kualitas produk	4.25	0.753	Strongly Agree
PQ2	Penampilan Mie Sedaap mencerminkan kualitas produk	4.33	0.755	Strongly Agree
PQ3	Porsi penyajian Mie Sedaap pas	4.23	0.855	Strongly Agree
PQ4	Bentuk Mie Sedaap mencerminkan kualitas produk	4.19	0.775	Agree
PQ5	Tekstur Mie Sedaap mencerminkan kualitas produk	4.28	0.770	Strongly Agree
PQ6	Aroma Mie Sedaap mencerminkan kualitas produk	4.42	0.707	Strongly Agree
PQ7	Rasa Mie Sedaap mencerminkan kualitas produk	4.45	0.661	Strongly Agree
Sum		4.30	0.753	Strongly Agree

Source: Primary data, processed in 2020

Based on Table 6 it is known that Product Quality variables are measured using 7 measurements. The total average value on the Product Quality variable of 4.30 indicates that the respondent's answer strongly agrees to the statement of the Product Quality Mie Sedaap variable in Surabaya. based on the results obtained from Table 4.8, respondents have a perception that the taste of Mie Sedaap reflects the quality of the product 4.45 and is the highest average value in the variable Product Quality. While the lowest average value in the variable Product Quality is 4.19 with the perception of the shape of Mie Sedaap reflects the quality of the product.

Based on Table 7 it is known that Brand Trust variables are measured using 4 measurements. The total average value on the Brand Trust variable of 4.34 indicates that the respondent's answer strongly agrees to the statement of the Brand Trust Mie Sedaap variable in Surabaya. based on the results obtained from Table 4.9, respondents have a perception that Mie Sedaap is widely available in the market 4.69 and is the highest average value on brand trust variables. While the lowest average value on Brand Trust variables is 4.11 with the perception of Mie Sedaap ads providing transparent information.

Table 7: Descriptive Statistic Variable *Brand Trust*

Indicator	Statements	Mean	Std Deviation	Criteria
BT1	Mie Sedaap tersedia luas di pasar	4.69	0.634	Strongly Agree
BT2	Mie Sedaap menampilkan iklan yang menarik perhatian	4.43	0.737	Strongly Agree
BT3	Iklan Mie Sedaap memberikan informasi secara transparan	4.11	0.883	Agree
BT4	Mie Sedaap dapat dipercaya karena iklan dari mulut ke mulut	4.15	0.910	Strongly Agree
Sum		4.34	0.791	Strongly Agree

Source: Primary data, processed in 2020

Based on Table 8 it is known that purchase decision variables are measured using 4 measurements. The total average value on the purchase decision variable of 3.98 indicates that the respondent's answer strongly agrees to the statement of the brand trust Mie Sedaap variable in Surabaya. Based on the results obtained from Table 4.10, respondents have the perception that the decision to buy because Mie Sedaap is easy to obtain and buying the products because Mie Sedaap is well known 4.19 and is the highest average value on the variable Purchase Decision. While the lowest average value on the Brand Trust variable is 3.59 with the perception of the decision to buy Mie Sedaap because Mie Sedaap becomes the priority of purchasing noodle products.

Table 8: Descriptive Statistic Variable *Purchase Decision*

Indicator	Statements	Mean	Std Deviation	Criteria
PD1	Keputusan membeli Mie Sedaap karena menarik	3.97	1.042	Agree
PD2	Keputusan membeli Mie sedaap karena Mie Sedaap menjadi prioritas pembelian produk mie	3.59	1.243	Agree
PD3	Keputusan membeli Mie sedaap karena Mie Sedaap mudah untuk diperoleh	4.19	0.910	Strongly Agree
PD4	Membeli Mie sedaap karena Mie Sedaap sudah terkenal	4.19	0.888	Strongly Agree
Sum		3.98	1.020	Agree

Source: Primary data, processed in 2020

Assumption Test of Structural Equation Modelling (SEM)

Validity and Reliability Test

In the measurement model will be done confirmatory factor analysis (CFA). The purpose of confirmatory factor analysis (CFA) is to find out if the indicators used can actually explain latent variables (constructs) in the study. A construct is said to have a good confirmatory model if it meets the criteria of goodness of fit. In addition, the construct must meet the convergent validity and reliability construct. It is said to meet valid, if the lambda value ≥ 0.70, while the construct reliability value is said to be good if the construct reliability value > 0.7 Hair, et al. (1998:612).

Table 9 shows all indicators on exogenous and endogenous variables, t-values greater than 1.96, so they are valid. In addition, the construct reliability value of each variable is also above 0.70 (Hair, et al., 1998:612). Thus, it can be concluded that the indicators that make up the exogenous quality variables are valid and reliable and can be used for further analysis.

Table 9: *Measurement Model* of Exogen and Endogen Variable

Variable	Indicators	Loading Factor (t-value)	Lambda	Lambda2	Error	CR	Criteria
BA	BA1	0.52	0.2704	0.7296			
	BA2	0.85	0.7225	0.2775			
	BA3	0.79	0.6241	0.3759			
	BA4	0.68	0.4624	0.5376			
	BA5	0.59	0.3481	0.6519	14.3374	0.82057	Reliable
	Total BA	3.43	2.4275	2.5725			
PQ	PQ1	0.66	0.4356	0.5644			
	PQ2	0.76	0.5776	0.4224			
	PQ3	0.62	0.3844	0.6156			
	PQ4	0.89	0.7921	0.2079			
	PQ5	0.87	0.7569	0.2431			
	PQ6	0.75	0.5625	0.4375			
	PQ7	0.79	0.6241	0.3759			
	Total PQ	5.34	4.1332	2.8668			
BT	BT1	0.36	0.1296	0.8704			
	BT2	0.74	0.5476	0.4524	31.3824	0.90865	Reliabel
	BT3	0.76	0.5776	0.4224			
	BT4	0.79	0.6241	0.3759			
	Total BT	2.65	1.8789	2.1211	9.1436	0.76802	Reliable
PD	PD1	0.77	0.5929	0.4071			
	PD2	0.86	0.7396	0.2604			
	PD3	0.80	0.6400	0.3600			
	PD4	0.74	0.5476	0.4524			
	Total PD	3.17	2.5201	1.4799	11.5288	0.87163	Reliabel

Source: Primary data, processed in 2020

In SEM analysis techniques, normality plays an important role because SEM analysis is very sensitive to the dissemination of data, so the data obtained must be tested whether it meets the assumptions of normality before further processing. If the assumption of normality is met then the estimation method used is Maximum Likelihood, but if it does not meet the assumption of normality can be used unweighted least square estimation method. The results of the data normality test are as follows:

Table 10: Normality Data *Multivariate T*est

Test of Multivariate Normality for Continuous Variables							
Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
175.792	34.844	0.000	631.603	14.845	0.000	1434.497	0.000

Source: Primary data, processed in 2020

Based on the data in Table 10, it can be widely known that the p-value < 0.05. Since the value of p-value is < 0.05, the normality test can be concluded not to be met. However, the analysis can be continued to the next analysis using asymptotic covariance matrix (Yamin, 2014:76) where the data is attached to Appendix 5.

Goodness of Fit Test

Structural models will be conducted causality tests to answer the research hypothesis. Before the causality test will be conducted model conformity test (goodness of fit).

Table 11: Goodness of Fit

Goodness of Fit	Cut Off Value	Result	Criteria
Chi Square		223.97	
Significance Probability (P-Value)	≥ 0.05	0.00130	Good Fit
RMSEA	≤ 0.08	0.050	Fit
GFI	≥ 0.90	0.82	Not Fit
AGFI	≥ 0.90	0.76	Not Fit
CMIN/DF	≤ 2.83	1.36	Good Fit
CFI	≥ 0.95	0.99	Good Fit

Source: Primary data, processed in 2020

Model match tests are used to test models that researchers measure are good models for presenting the results of research from variables that have been tested. Based on the test results in Table 12, all values of goodness of fit are in accordance with the cut-off value of ≥ 0.9, except for AGFI with moderate fit of 0.76 and GFI with moderate fit of 0.82. Thus, the results of this study prove that the research model used is good.

4.3.4. Hypothesis Test

To know the hypothesis in this study accepted or rejected, it is necessary to compare between $t_{calcute}$ with $\alpha = 5\%$, $t_{table} = 1,96$. The results of Lisrel calculation are as follows:

Table 12: Hypothesis Test

Parameter	Relationships between variables	Loading Factor	t-Value	Cut off-value	Criteria
H1	Brand Ambassador → Brand Trust	0.17	2.53	1,96	Significant
H2	Product Quality → Brand Trust	0.27	3.69	1,96	Significant
H3	Brand Trust → Purchase Decision	0.49	3.85	1,96	Significant
H4	Brand Ambassador → Brand Trust → Purchase Decision	0.49	2.85	1,96	Significant
H5	Brand Ambassador → Brand Trust → Purchase Decision	0.79	5.34	1,96	Significant

Source: Primary data, processed in 2020

Hypothesis testing was conducted to determine the significance of the calculation results with SEM using the

LISREL program. The significance testing criteria is with a cut-off of 1.96. If lambda has a t-value > 1.96, then the lambda value is significant. SEM processing results can be described in Table 4.14 as follows:

1. Brand Ambassadors have a positive and significant impact on Brand Trust. The influence can be proven by loading factor of 0.17 and t-value of 2.53 (t-value > 1.96).
2. Product Quality has a positive and significant impact on Brand Trust. The influence can be proven by loading factor of 0.27 and t-value of 3.69 (t-value > 1.96).
3. Brand Trust has a positive and significant effect on Purchase Decision. The influence can be proven by loading factor of 0.49 and t-value of 3.85 (t-value > 1.96).
4. *Brand Ambassadors have a positive and significant effect on Purchase Decision through Brand Trust is acceptable. The influence can be proven by loading factor of 0.49 and t-value of 2.85 (t-value > 1.96)*
5. Product Quality has a significant effect on Purchase Decision through Brand Trust is acceptable. The influence can be proven by loading factor of 0.79 and t-value of 5.34 (t-value > 1.96).

DISCUSSION

The effect of Brand Ambassador to Brand Trust

From the results of this study, it can be concluded if the brand ambassador has a big influence on brand trust on Mie Sedaap in Surabaya, this is supported by supporting the results of Takaya research (2017) which proves there is an influence between celebrity support to brand trust, which means that if celebrity support increases, the value of brand trust will increase. When consumers see a credible celebrity as the brand ambassador of a product, the consumer will think that the company that produces the product has a trusted brand. This show that consumers have a strong brand trust.

The effect of Product Quality to Brand Trust

From the results of this study, it can be concluded if product quality has a big influence on brand trust in Mie Sedaap in Surabaya it is supported by supporting the results of research conducted by Chinomona, Okoumba, &Pooe (2013) which proves that product quality has a significant effect on brand trust. This shows that by improving the quality of the product it gives confidence to consumers in the use of its products. The better the quality produced by the manufacture will make consumers have strong brand trust.

The effect of Brand Trust to Purchase Decision

From the results of this study, it can be concluded if brand trust has a big influence on purchase decisions on Mie Sedaap in Surabaya, this is supported by the theory according to Murwatiningsih and Apriliani (2013) consumers who already have confidence in a product / brand, will generate interest to buy the product or brand. This shows if a product / brand then give confidence to consumers it will motivate consumers to buy or enjoy the product.

The effect of Brand Ambassador toward Purchase Decision through Brand Trust

From the results of the research can be concluded if the brand ambassador has a big influence on Purchase Decision through Brand Trust at Mie Sedaap in Surabaya, this is supported by the theory according to Alatas and Tabrani (2018) which states that celebrities influence purchases with brand credibility as a full mediation, this is reinforced by the statement wang et al., (2017) brand ambassadors choose a

company can work to build brand credibility is undermined by the quality of information conveyed by the company through marketing strategy that is by using celebrity. The purchase decision from consumers is to obtain the product, because it has been well informed about the brand of the company.

The effect of Product Quality toward Purchase Decision through Brand Trust

From the results of research can be concluded if product quality has a big influence on purchase decisions through brand trust in Mie Sedaap in Surabaya, this is supported by the theory according to Hapsoro and Hafidh (2018) product quality has a positive and significant effect on purchasing decisions through brand trust. That is, the greater consumer confidence in the brand, the more consumers prefer to buy the product. Product quality has an indirect positive and significant impact on purchasing decisions through brand trust. between product quality and purchasing decisions. Brand trust is able to mediate between product quality and buyer decisions.

CONCLUSION AND SUGGESTION

Based on the background of the problem, the formulation of the problem, the purpose of the research, the basis of the theory, and the research hypothesis as well as the findings and discussions outlined in the previous chapter, then the conclusion of this study is as follows:

1. H1: Brand ambassador had a positive and significant effect on brand trust of Mie Sedaap in Surabaya, is accepted.
2. H2: Product quality had a positive and significant effect on brand trust of Mie Sedaap in Surabaya, is accepted.
3. H3: Brand trust had a positive and significant effect on the purchase decision of Mie Sedaap in Surabaya, is accepted.
4. H4: Brand ambassador had a positive and significant influence toward purchase decisions through brand trust of Mie Sedaap in Surabaya, is accepted.
5. H5: Product quality had a positive and significant effect toward purchase decisions through brand trust at Mie Sedaap in Surabaya, is accepted.

SUGGESTION

Academic Suggestions

This research can be considered further as a reference to who conducted similar research on the influence of Brand Ambassador and Product Quality on Purchase Decision through Brand Trust on Mie Sedaap in Surabaya. Further suggestions can be considered to replace existing variables, so variables can vary. In addition, further research is recommended to use more specific data, so that the research produced is even better. The samples used are still relatively few so further research is recommended to use more samples so that the results of the research are better .

Practical Suggestions

Based on the results of research and conclusions that have been obtained, there are some practical suggestions, namely:

Suggestions for the management of brand ambassadors
1. The selection of the right brand ambassador will increase sales and increase trust. Therefore, for the future the company can find and choose a well-known brand ambassador and in accordance with the

products to be marketed, so that sales of Mie Sedaap increase and consumers believe that the products marketed are also in the consumption of brand ambassadors.

2. Advice for product quality management

Improving product quality not only increases sales and increases consumer confidence. So, the company is expected to always improve product quality, good quality of taste, raw materials, packaging, addition of flavor variants, and marketing methods.

3. Advice for brand trust management

By providing information about the product in real time and willing to receive criticism and advice from consumers.

4. Advice for the management of purchase decisions

By being creative with the product so that it will attract consumers to buy the product.

Acknowledgement

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