

**THE EFFECT OF BRAND AMBASSADOR, BRAND IMAGE, AND  
PRODUCT QUALITY ON ULTRA MILK CUSTOMER SATISFACTION  
THROUGH PURCHASE DECISIONS AS AN INTERVENING VARIABLE**

**ABSTRACT**

*The purpose of this study was to analyze the influence of brand ambassadors, brand image, and product quality on consumer satisfaction through purchasing decisions and to find out which variables are the most dominant on consumer satisfaction and purchasing decisions for Ultra Milk.*

*The method of analysis in this study used primary data, the test stages carried out were: validity test, reliability test, model suitability test, and hypothesis testing. The data used in this study used a questionnaire instrument. The population in this study were all consumers who had purchased Ultra Milk with 250 respondents selected using purposive random sampling with predetermined criteria. This study uses a tool that is software Amos version 24.*

*The results of this study indicate that the brand ambassador variable has no effect on the purchasing decision of Ultra Milk while the brand image and product quality variables have a positive and significant effect on the purchasing decision of Ultra Milk. Brand ambassador, brand image, and product quality variables have an indirect effect on Ultra Milk consumer satisfaction through purchasing decisions. The most dominant variable on consumer satisfaction through purchasing decisions is the product quality variable.*

*Keywords: Brand Ambassador, Brand Image, Product Quality, Consumer Satisfaction, and Purchase Decision*

*(xv + 80 + attachments)*

*Bibliography (2010 – 2023)*