

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan : (1) Pengaruh *Brand Ambassador* dengan *Brand Image*; (2) Pengaruh secara parsial antara *Brand Ambassador* terhadap Minat Beli pada penggemar BTS di Karawang; (3) pengaruh parsial antara *Brand Image* terhadap Minat Beli pada penggemar BTS di Karawang; (4) pengaruh *Brand Ambassador* terhadap Minat Beli melalui *Brand Image* secara simultan pada Penggemar BTS di Karawang. Penelitian dilakukan dengan menggunakan metode deskriptif verifikatif dengan pendekatan kuantitatif, dengan teknik pengambilan sample menggunakan *Purposive Sampling* dengan jumlah sample sebanyak 95 Responden. Teknik analisis yang digunakan ialah analisis jalur (*Path Analysis*).

Penelitian ini menunjukkan hasil bahwa terdapat hubungan pengaruh positif dan kuat antara *Brand Ambassador* dengan *Brand Image*. Terdapat Pengaruh parsial yang signifikan antara *Brand Ambassador* terhadap Minat Beli. dan terdapat pengaruh parsial antara *Brand Image* terhadap Minat Beli yang signifikan. *Brand Ambassador* melalui *Brand Image* secara simultan berpengaruh positif dan signifikan terhadap Minat Beli sebesar 73,6% sedangkan sisanya sebesar 26,4% merupakan pengaruh variabel lain yang tidak diteliti dalam penelitian.

Kata kunci: *Brand Ambassador*; *Brand Image*; Minat Beli.



ABSTRACT

This study aims to determine, analyze and explain: (1) Partial influence between Brand Ambassador and Brand Image; (2) Partial influence between Brand Ambassadors on Purchase Interest on BTS fans in Karawang; (3) the partial effect of Brand Image on Purchase Interest on BTS fans in Karawang; (4) the influence of Brand Ambassador on Purchase Interest through Brand Image simultaneously on BTS Fans in Karawang. The research was conducted using a descriptive verification method with a quantitative approach, with a sampling technique using purposive sampling with a total sample of 95 respondents. The analysis technique used is path analysis.

This study shows that there is a positive and strong relationship between Brand Ambassador and Brand Image. There is a significant partial effect between Brand Ambassadors on Buying Interest. and there is a significant partial effect of Brand Image on Purchase Intention. Brand Ambassador through Brand Image simultaneously has a positive and significant effect on Purchase Interest of 73.6% while the remaining 26.4% is the influence of other variables not examined in the study.

Keywords: Brand Ambassador; Brand Image; Purchase Interest.

