

# **ANALISIS PENGARUH BRAND AMBASSADOR, CITRA MEREK DAN KUALITAS PRODUK TERHADAP MINAT BELI SCARELETT WHITENING**

Nama : Putri Larasati  
NIM : 1011710076  
Pembimbing : Aditya Narendra Wardhana, S.T., M.SM.

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *brand ambassador*, citra merek dan kualitas produk terhadap minat beli Scarlett Whitening. Jumlah responden yang dilibatkan dalam penelitian ini adalah sebanyak 110 responden. Penelitian ini merupakan penelitian dengan pendekatan kuantitatif. Data penelitian diperoleh dari hasil pengisian kuesioner. Data penelitian selanjutnya dianalisis dengan menggunakan teknik regresi linear berganda dengan program SPSS versi 25. Hasil analisis dalam penelitian ini menunjukkan adanya pengaruh parsial *brand ambassador*, citra merek dan kualitas produk terhadap minat beli. Hasil penelitian juga menunjukkan adanya pengaruh simultan *brand ambassador*, citra merek dan kualitas produk terhadap minat beli dengan kontribusi sebesar 48,5% sedangkan sisanya 51,5% dipengaruhi faktor lain di luar *brand ambassador*, citra merek dan kualitas produk

***Kata kunci : brand ambassador, citra merek, kualitas produk, minat beli, regresi inear berganda***

## **ANALYSIS *BRAND AMBASSADOR*, BRAND IMAGE AND PRODUCT QUALITY ON BUYING INTERESTS OF SCARLETT WHITENING**

Student Name : Putri Larasati  
SIN : 1011710076  
Supervisor : Aditya Narendra Wardhana, S.T., M.SM.

### **ABSTRACT**

The study aims to examine the influence of *brand ambassadors*, brand image and product quality on Scarlett Whitening's buying interests. The number of respondents involved in this study was 110 respondents. This research is a study with a quantitative approach. The research data was obtained from the results of filling out questionnaires. Subsequent research data was analyzed using multiple linear regression techniques with the SPSS version 25 program. The results of the analysis in this study showed a partial impact of *brand ambassador*, brand image and product quality to buying interests. The results also showed the simultaneous influence of *brand ambassadors*, brand image and product quality on buying interest with a contribution of 48.5% while the remaining 51.5% was influenced by other factors outside *the brand ambassador*, brand image and product quality.

***Keywords: brand ambassador, brand image, product quality, interest buying, multiple linear regression analysis***