

ABSTRACT

Title : The Influence of Agnes Mo as Brand Ambassador on Lazada's Brand Image (Study on Communication Studies Students at Pelita Harapan University, Karawaci Tangerang)

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This study aims to determine and examine the influence of a supporting celebrity, namely Agnes Mo as a brand ambassador, on the formation of Lazada's brand image in the student environment of the communication science department at Pelita Harapan University, Karawaci Tangerang. The method used is descriptive quantitative. The independent variable (X) in this study is Brand Ambassador while the dependent variable (Y) is Brand Image, with a total research population of 320 people, so there are 76 samples of communication science students using the slovin formula and purposive sampling technique.

In this study, researchers used a questionnaire with a Likert measurement scale. The analytical method in this study was processed using SPSS version 25 with a simple linear regression test, which obtained an r-square result of 602 or equivalent to 60,2%. Based on the research results obtained, it can be concluded that the influence given by Agnes Mo as a brand ambassador has made a positive contribution to Lazada's brand image. But of course it is not the main factor that helps the formation of brand image, because there are still 39,8% that are influenced by other factors not examined in this study.

Keywords : Brand Ambassador, Visibillity, Credibility, Attraction, Power, Brand Image