

ABSTRACT

Title : The Effect of Attractiveness of Brand Ambassador Scarlett (Twice) on Interest in Buying Scarlett Products
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The development of the Indonesian beauty industry that is increasingly advanced with increasing competitors requires companies to improve strategies to attract consumer buying interest. A strategy that must be carried out by the company is to use "brand ambassadors" who become advertisement stars to represent products and attract consumer buying interest. This study aims to determine the effect of Twice as Scarlett's skincare brand ambassador on buying interest in Scarlett products. This study uses a quantitative approach with a survey method. The research population is Instagram followers @twiceupdateina using purposive sampling method. The data was obtained by distributing online questionnaires via google forms to respondents who are Instagram followers @twiceupdateina. Based on the results of the descriptive analysis, variable X is categorized as very good with a percentage of 90.8% and Variable Y is categorized as very good with a percentage of 84%. The results of this study indicate that the influence of brand ambassador's attractiveness on buying interest is 34.5%. The data analysis technique in this study used normality test, simple linear regression test, correlation coefficient test, t test, and coefficient of determination test.

Keywords: Attractiveness, Brand Ambassador, Buying Interest, Scarlett