

ABSTRAK

Judul : Pengaruh Daya Tarik *Brand Ambassador* Fuji Utami terhadap Minat Beli Followers Instagram MS Glow
Nama : Kania Farradiba
Program Studi : Komunikasi Pemasaran

Penelitian ini dilakukan untuk mengetahui Pengaruh Daya Tarik *Brand Ambassador* Fuji Utami terhadap Minat Beli Followers Instagram MS Glow. Peneliti menggunakan pendekatan kuantitatif dengan sampel yang diambil sebanyak 100 responden dengan metode survey. Data diperoleh dengan cara menyebarkan kuesioner secara online melalui google formulir kepada responden yang merupakan *followers* Instagram @msglowbeauty. Hasil penelitian menunjukkan bahwa daya tarik *brand ambassador* berpengaruh signifikan terhadap minat beli. Hal ini ditunjukkan berdasarkan hasil signifikansi sebesar $0,000 < 0,05$ dan didapat nilai F sebesar 36,982 yang berarti memiliki pengaruh secara signifikan. Terdapat pengaruh antara *brand ambassador* terhadap minat beli berdasarkan uji hipotesis dengan t hitung ($6,081 > t$ table (1,984))

Kata kunci : Daya Tarik, *Brand Ambassador*, Minat Beli

ABSTRACT

This research was conducted to determine the influence of Brand Ambassador Fuji Utami's Attractiveness on Buying Interests of MS Glow's Instagram Followers. Researchers used a quantitative approach with samples taken of 100 respondents using the survey method. Data was obtained by distributing questionnaires online via Google forms to respondents who are followers of Instagram @msglowbeauty. The results of the study show that the attractiveness of brand ambassadors has a significant effect on purchase intention. This is shown based on the results of a significance of $0.000 < 0.05$ and an F value of 36.982 is obtained which means that it has a significant influence. There is an influence between brand ambassadors on purchase intention based on hypothesis testing with t count ($6.081 > t$ table (1.984))

Key word : *Attractiveness, Brand Ambassador, Buying interest*