

## ABSTRAK

### *Abstract*

*This study aims to determine the effect of the attractiveness of Stray Kids as the brand ambassador of Nacific products, the quality of Nacific product sales promotion, the consumer loyalty of Twitter followers @Stray\_Kids and to analyze the influence of the attractiveness of brand ambassadors and the influence of the quality of sales promotion on consumer loyalty @Stray\_Kids twitter followers on Nacific products. . With the quantitative research method, this study used a survey data collection technique using the Google form. There are 100 respondents who are Twitter followers @Stray\_Kids which were obtained through purposive sampling technique. The data obtained were then analyzed using SPSS 26 to look for validity, reliability, multiple regression analysis, T test, and the coefficient of determination. The results of the study found that the attractiveness of brand ambassadors had a positive influence with  $t \text{ count} > t \text{ table } 2.855 > 1.660$ . The value of  $t \text{ count} > t \text{ table}$  which is equal to  $3.599 > 1.660$  also has a good effect on the quality of sales promotion.*

*Keywords: Brand Ambassador, Sales Promotion, Consumer Loyalty*

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik Stray Kids sebagai brand ambassador produk Nacific, kualitas sales promotion produk Nacific, loyalitas konsumen followers twitter @Stray\_Kids serta menganalisis pengaruh daya tarik brand ambassador dan pengaruh kualitas sales promotion terhadap loyalitas konsumen followers twitter @Stray\_Kids pada produk Nacific. Dengan metode penelitian kuantitatif, penelitian ini menggunakan teknik pengumpulan data survey dengan menggunakan google form. Terdapat 100 responden yang merupakan followers twitter @Stray\_Kids yang didapatkan melalui teknik purposive sampling. Data yang didapatkan kemudian dianalisis menggunakan SPSS 26 untuk mencari validitas, reliabilitas, analisis regresi berganda, uji T, dan koefisien determinasi. Hasil penelitian didapatkan bahwa daya tarik brand ambassador memiliki pengaruh positif dengan  $t \text{ hitung} > t \text{ tabel } 2,855 > 1,660$ . Nilai  $t \text{ hitung} > t \text{ tabel}$  yaitu sebesar  $3,599 > 1,660$  juga berpengaruh baik terhadap kualitas sales promotion.

Kata kunci: *Brand Ambassador, Sales Promotion, Loyalitas Konsumen.*