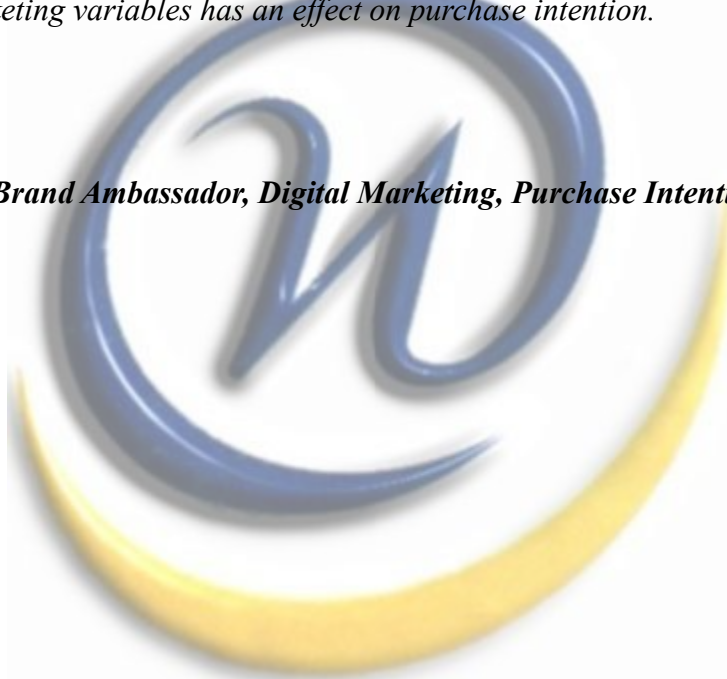


ABSTRACT

This study aims to determine the effect of brand ambassadors and digital marketing on interest in buying whitelab products in the city of Bandung. This type of research is the Explanatory Survey Method, which is a research method with the aim of testing the hypotheses that have been formulated previously (testing research). In this method there is still a descriptive explanation, but the focus remains on explaining the relationships between variables (associative). Distribution of a sample of 100 customers, using Multiple Linear Regression Analysis, Model Test (F Test), Partial Hypothesis Test (t Test), Research Results: Obtained the path coefficient of the brand ambassador on buying interest. The coefficient value is positive (positive effect) and indicates that the positive influence between brand ambassadors on buying interest. The effect of digital marketing on buying interest, the coefficient is positive (positive effect) and shows that digital marketing has a positive effect on buying interest. The influence of Brand Ambassador and Digital Marketing on purchase intention, has a positive sign coefficient value indicating that the influence of brand ambassador and digital marketing variables has an effect on purchase intention.

Keywords: *Brand Ambassador, Digital Marketing, Purchase Intention*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Ambassador*, dan *Digital Marketing* Terhadap Minat Beli Produk Whitelab di Kota Bandung. Jenis penelitian ini adalah Metode Eksplanatori (*Survey Explanatory Method*) yaitu metode penelitian dengan tujuan menguji hipotesis yang telah dirumuskan sebelumnya (*testing research*). Di dalam metode ini masih terdapat penjelasan yang deskriptif, namun tetap fokus terletak pada penjelasan hubungan-hubungan antar variabel (asosiatif). Sebaran sampel 100 pelanggan, dengan menggunakan Analisis Regresi Linier Berganda, Uji Model (Uji F), Uji Hipotesis Parsial (Uji t), Hasil Penelitian: diperoleh koefisien jalur dari *brand ambassador* terhadap minat beli. Nilai koefisien bertanda positif (berpengaruh positif) dan menunjukkan bahwa pengaruh positif antara *brand ambassador* terhadap minat beli. Pengaruh *digital marketing* terhadap minat beli, diperoleh koefisien bertanda positif (berpengaruh positif) dan menunjukkan bahwa pengaruh positif antara *digital marketing* terhadap minat beli. Pengaruh *Brand Ambassador* dan *Digital Marketing* terhadap minat beli, memiliki nilai koefisien bertanda positif menunjukkan bahwa pengaruh variabel *brand ambassador* dan *digital marketing* berpengaruh pada minat beli.

Kata Kunci: *Brand Ambassador, Digital Marketing, Minat Beli*