

ABSTRACT

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THE INFLUENCE OF GIRL GROUP TWICE AS SCARLETT WHITENING'S BRAND AMBASSADOR ON CONSUMER BUYING INTEREST

Keywords: Brand Ambassador, Twice, Buying Interest

(x + 78 + Attachment)

The purpose of this research is to find out how much Girlgroup Twice influences consumers' buying interest in Scarlett Whitening products. This research was conducted using a quantitative method approach and using the S-O- R theory. The population in this study is 5.6 million followers of Scarlett Whitening's Instagram account. Sampling was carried out using the Slovin formula so as to obtain a total of 100 respondents using the Purposive Sampling technique. The data in this study were obtained using a questionnaire and analyzed using SPSS version 25.0. The results of this study regarding the promotion of Scarlett Whitening have a positive and significant effect on consumer buying interest. This can be seen in tcount is ttable ($6.033 < 41.902$) and the coefficient of the determinant is 46%. Based on the results of the research above, it can be concluded that there is the influence of Girlgroup Twice as brand ambassadors on consumer buying interest.

(Bibliography 2018-2022)