

ABSTRACT

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The Effect of Prilly Latuconsina's Credibility as Azarine's Brand Ambassador on Interest in Buying Products

Keywords: Brand Ambassador Credibility, Buying Interest

(xiv+ 70 + attached)

Intense competition in the world of beauty makes a brand must be selective in promoting its products in order to compete in a healthy manner. The data used in this study is primary data obtained through the distribution of questionnaires in the period from June 2021, with a total of 100 respondents. The Independent Variable is Prilly Latuconsina's Credibility as a Brand Ambassador. While the dependent variable is buying interest in buying the product. The analytical tool used is a quantitative method by distributing questionnaires. The results showed that the influence of Prilly Latuconsina's Credibility as Azarine's Brand Ambassador on Buying Interest. The coefficient value of Prilly Latuconsina's Credibility variable as a Brand Ambassador (X) has a positive value of 0.978 and the influence of the independent variable (X) on the dependent variable (Y) of 40.1%

(bibliography 1990 -2020)