ABSTRACT

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The Impact of Rangga Azof as a Brand Ambassador on Whitelab's Brand Image

Keywords : Brand Ambassador, Brand Image, SOR Theory
(xii + 76 + Appendices)

This study aims to explore whether there are differences in the impact of Rangga Azof as a Brand Ambassador on Whitelab's Brand Image across different consumer groups, such as those based on age, gender, or other demographic backgrounds, using a quantitative approach. The research refers to the Stimulus-Organism-Response (SOR) theory. The method used is a questionnaire-based survey, grounded in the positivism paradigm and applied to a specific population or sample. The sampling technique, involving 100 respondents from the Indonesian population who recognize Rangga Azof as Whitelab's Brand Ambassador. The results of the study show that Rangga Azof as a Brand Ambassador significantly influences Whitelab's Brand Image, as evidenced by an R Square value of 53.7%. Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, meaning there is a significant impact of Rangga Azof as a Brand Ambassador on Whitelab's Brand Image.

Bibliography (2020-2023)