

ABSTRACT

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The Influence of Twice Brand Ambassador (Ba) on Interest in Purchasing Scarlett Whitening Products among Tangerang Teenagers

Keywords :

(Xiii+106+Appendices)

This scientific writing aims to determine the influence of the Twice Brand Ambassador (Ba) on the interest in purchasing Scarlett Whitening products among Tangerang teenagers. The analytical method used in this research is quantitative primary data, using the following tests: validity test, reliability test, normality test, linearity test, simple linear regression test, correlation coefficient test, determination coefficient test, hypothesis test, and T test. The data used in this research was obtained from a questionnaire, and 100 valid respondents were collected. The sampling method used was purposive sampling. The test tool used was SPSS version 23. The results of this research show that the influence of the Twice Brand Ambassador is very significant and positively influences teenagers in the Tangerang area.

Bibliography : (2012-2022)