

Abstract

The strategy used by companies to market their products is by using advertising media accompanied by involving celebrities as brand ambassador to shape and determine the identity of the image products. Therefore, researchers are motivated to do research thesis about how much influence the brand ambassador of the company's brand image Zalora.co.id. This study aims to determine how the brand ambassador and brand image Zalora.co.id, and determine how much influence the brand ambassador of the brand image Zalora.co.id.

Brand ambassadors are icons of culture or identity, where they act as a marketing tool that represents the triumph of human achievement of individualism and the commodification and commercialization of a product, while brand image is the perception of the brand represented by brand associations in consumer memory.

This research is descriptive and verification, the method used is descriptive method and causality with 385 respondents as the research object, the respondents were take is that each consumer from the online company zalora.co.id. The scale used in this study is the Likert scale by using techniques researchers data Validity and reliability, analysis used to know how to influence the brand ambassador of the brand image. Data analysis technique used is simple regression analysis. Variables studied is the brand ambassador as the independent variable and brand image as the dependent variable.

Based on the results of the study it can be concluded that: (i) a brand ambassador in the position of 75.19%, and (ii) the brand image in the position of 76.11% and a variable brand ambassador direct and significant impact on the brand image variables. The level of the relationship between the brand ambassador of the brand image is included in the category is strong and direct amounted to 80.28%, and the results of hypothesis testing is done the results obtained by 39 486 t which means greater than t table, then the brand ambassador significantly affect brand the company's image online zalora.co.id.

Keywords : ***Brand Ambassador, Brand Image, Simple Regression***