

ABSTRACT

The development of the skincare business in Indonesia is currently very fast due to the high demand for facial skin care which continues to increase, especially during the pandemic. This research is motivated by the problems that occur in Everwhite where buying interest in Everwhite is still not good, with total sales of 1.05 billion which is still unable to compete with local skincare brands that have just been launched. To be able to increase sales, the company must be able to attract more consumers to make an interest in purchasing their products, there are various ways that can be done to attract the attention of consumers.

This study aims to determine the effect of brand ambassadors, brand image, and product quality on buying interest in everwhite skincare products in Bandung. The research method used is quantitative with descriptive research type. Sample selection using non-probability sampling method with purposive sampling technique. The population in this study were 100 people in Bandung who knew about Everwhite skincare and knew Kim Seon Ho as the brand ambassador of Everwhite.

The results of the study simultaneously showed that the brand ambassador had a positive and significant influence on buying interest, the value obtained (tcount 2,703) > (ttable 1,985) and a significant number 0,008 < 0,5. Partially it is known that brand image has a positive and significant effect on buying interest, obtained a value (tcount 2.199) > (ttable 1.985) and a significant number 0.030 < 0.5. Partially it is known that product quality has a positive and significant effect on buying interest, obtained a value of (tcount 4,303) > (ttable 1,985) and a significant number of 0.000 < 0.5. And simultaneously it is known that brand ambassador, brand image, and product quality have a significant influence on purchase intention (Fcount 91,249) > (Ftable 2,70) with a significant number of 0.000 < 0.05.

Keywords: Brand Ambassador, Brand Image, Product Quality, Buying Interest