

ABSTRACT

This research was conducted to find out the results of the influence of the credibility of brand ambassador Rifat Sungkar on the Mitsubishi Xpander brand image. This research uses non-probability sampling with purposive sampling technique. In this study, the sample criteria used by researchers were based on people who followed Rifat Sungkar's Instagram account. The screening process used by the author in the questionnaire distributed with the aim of screening respondents who meet the conditions that have been made in this study. In this study the number of samples required is 99.9 or rounded up to 100 people

Based on the results of the descriptive analysis of the results, the results of the proportion of the score are in the medium criteria, so that it can be stated that Mitsubishi's brand image is in the fairly good/moderate category and H_0 is rejected and H_a is accepted, so it can be stated that there is an influence between brand ambassador Rifat Sungkar on Mitsubishi's brand image Xpander.

Based on the results of research on "the influence of the credibility of brand ambassador Rifat Sungkar on the brand image of Mitsubishi Xpander", it is concluded, The company needs to maintain the way of promotion carried out using the brand ambassador Rifat Sungkar and develop consistent product quality that has been carried out so far in accordance with technological developments . This is so that in the future the company can maintain Mitsubishi Xpander consumers.

Keywords: *Marketing, brand ambassador, brand image*

