ABSTRACT

This survey aims to determine what perceptions Sehun fans, especially Whitelab users, have of social media marketing, brand ambassadors, and purchasing intent. In addition, the study should also partially and simultaneously reveal the influence of social media marketing and brand ambassadors, as well as his purchase intentions for Whitelab products. The method used in this study is a quantitative descriptive method. The sampling technique used was non-probabilistic random sampling with a total sample of 100 correspondents. And data analysis techniques using descriptive analysis and multiple regression analysis. The results of this study, based on t-tests, show that social media marketing and brand ambassador variables potentially significantly impact purchase intent for Whitelab products. Based on the F-test results, we know that the social media marketing and brand ambassador variables simultaneously significantly impact Whitelab product purchase intent. Based on the coefficient of determination test results, the r-squared value is 0.577, which indicates that the purchase intention variable is 57.7% influenced by the social media marketing and brand ambassador variables and the remaining 42.3% by the other variables that were not investigated in this study.

Keywords: Social Media Marketing, Brand Ambassador, Purchase Intention

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