

ABSTRACT

The development of the marketing world is increasingly rapid, now marketing brands can use Brand Ambassador s, namely individuals who are well-known or have strong influence so that they can make people interested in using services or consuming these products. This study aims to investigate the influence of Brand Ambassador on Brand image , with a focus on McDonald's as the brand under study. Brand image itself will reflect the perception, image and reputation of the brand in the minds of consumers. The research method used in this study is a quantitative research method with a descriptive research type using a questionnaire as a data collection instrument. The sample in this study were 100 McDonald's consumers in Serang City, Banten who were the respondents to the questionnaire. The sampling technique used is non-probability sampling with purposive sampling. The data analysis technique used in this study is simple linear regression analysis and processed using the SPSS ver.25 application. The results of the study found that the Brand Ambassador variabel had a positive influence on McDonald's Brand image . Based on the test results for the coefficient of determination, a value of 40.9% was obtained, this indicates that the influence of the Brand Ambassador on the Brand image of McDonald's was 40.9%, the remaining 59.1% was influenced by other variabels not examined in this study.

Keywords: *Brand Ambassador , Brand image , McDonald's, Quantitative Research.*