

ABSTRACT

Given contemporary technical improvements in product marketing, it is vital to adopt techniques such as digitalization to increase brand awareness and loyalty. The employment of brand ambassadors can boost brand recognition and loyalty for a business. Brand ambassadors are one way for a firm to convey product or service information and boost sales. A brand ambassador is evaluated on the basis of exposure, credibility, attraction, and power. The purpose of this study is to determine the extent to which brand ambassador Bambang Bayu Saptaji influences Ortuseight's brand awareness and loyalty. This study employs quantitative research approaches, both explanatory and causal in nature. The sampling approach employed is probability sampling, which is also known as random sampling, with a sample size of 300 respondents. Spearman correlation and basic linear regression analysis were employed to analyse the data. The findings of this study indicate that the variable brand ambassador Bambang Bayu Saptaji has a significant and favorable influence on brand awareness of 91.9% and brand loyalty of 91.5% Ortuseight.

Keywords: Brand Ambassador, Brand Awareness, Brand Loyalty