

ABSTRACT

This research have to understand how much the influence of the Brand Ambassador on buying interest of luwak white koffies. The research is descriptive quantitative. The population research is Bandung Society of Lee Min Ho's Fans. Writer grab 150 respondents, and sample technique is using non-probability of sampling. This research data in the form of primary sourced from questionnaire that has been tested the realibility and the validity, analyzing of put it through statistical analysis descriptive, and simple regression.

The result by brand ambassador received a value of the percentage is 82,6 % and figures located in this category is very high. And for buying interest given a value of the percentage is 82,9% and figures located in this category is very high too. The brand ambassador having influence to buying interest of luwak white koffies 8,8 % and the rest as much as 91,2 % influenced by factors other does not.

Keyword : *Brand Ambassador, Buying Interest*