

ABSTRACT

This research at MD Clinic by Lazeta which is in the beauty services that offer health care and facial, under of PT. Medina Global Care. MD Cilinic by Lazeta use the brand ambassador of introducing their products. The selection of brand ambassador motivated by positive image brought by the celebrities. Brand ambassadors chosen by the company as a symbol or a marker to represent the wishes and needs of prospective customers. MD Clinic by Lazeta choose Syahnaz as a brand ambassador for their products which is expected to to represent the product of MD Clinic by Lazeta, so the message can be understood by the consumer, who eventually would to lead the purchase intention. The purpose of this research was to investigate the influence of brand ambassadors on consumer purchase intention MD Clinic by Lazeta, Study on Business Administration Students year in 2103 Telkom University.

Researchers using quantitative research methods. This research is population research, because all population is being respondent in this research. Population of this research are 137 respondents. Collecting data in this research is conducted by using questionnaire distributed to all respondents, which all Studens on Business Administration Telkom University who knows the MD Clinic by Lazeta. Data were analyzed using simple regression analysis and descriptive analysis.

The results showed that the Brand Ambassador impact of consumer purchase intention on MD Clinic by Lazeta at the Students on Buiness Administration Telkom University years in 2013. Based on the calculation of the coefficient of determination (R^2) can be seen the influence of brand ambassador variable (X) on purchase intention (Y) is 42.9%. While the remaining 57.1% is influenced by other factors which not examined in this research such as, pricing, marketing strategy and others.

Keywords: Brand Ambassador, Purchase Intentio, Marketing, Beauty Clinic