

ABSTRACT

This research aims to see how is the brand ambassador at Bandung Makuta Cake, Van Deventer No.2 Bandung. How is the brand image at Bandung Makuta Cake, Van Deventer No.2 Street, Bandung, and to calculate how big the influence of brand ambassador towards brand image of the Bandung Makuta Cake, Van Deventer No.2 Street, Bandung.

This research is descriptive and causality with 100 respondent as object research, the respondents were from consumers of Bandung Makuta Cake Company, Van Devventer No.2 Bandung . The scale that is used in this research is likert scale with the sample of 30 respondent. The research method that is being used is quantitative method. Sampling was done with non-probability method with accidental sampling type, the number of respondent is 100 people in Bandung Makuta Cake, Van Devventer No.2 Bandung. Analysis data technique that is being used is simple linear regression analysis. Brand Ambassador have a positive and significant simultaneously towards Brand Image by 60,6% and the other 39,4% was influenced by other factors that is not being investigated in this research.

Key Words : Brand Ambassador, Brand Image, Simple Linear Regression Analysis.