

ABSTRACT

The presence of celebrities in the marketing to be support in the overall product development, so as to boost Brand Image in order to get the attention of audiences. 2013 pantene introduces its newest Raline Shah Brand Ambassador and be tops the Top Brand Index (TBI) in Indonesia in 2015 and 2016 for Shampoo and Conditioner products.

The purpose of this study to determine consumer perceptions about Brand Ambassador and Brand Image on Bandung. This study will assess the variables of visibility, credibility, attraction, power, strenght of brand association, favorable of brand association, and uniqueness of brand association. Except, this study evaluated the effect of visibility, credibility, attraction, and power on Brand Image pantene shampoo.

Sampling technique used in this research is non-probability sampling with purposive sampling method, with the number of respondents as many as 385 respondents. This research will use kuantitatif method by using multiple regression analysis.

Based on the results of data processing Brand Ambassador shows the high value is in very good category with the value of 84%, as well as Brand Image shows the high value is in very good category with a value of 82%. While based on the evaluation of variables of Brand Ambassador, visibility, credibility, attraction, and power proved that have a significant positive effect on Brand Image of 59,4%. Credibility becomes the biggest variable affecting Brand Image.

Based on the results of the research, to improve Brand Image, P & G Pantene Shampoo should prioritize Credibility, by maintaining Raline Shah as a Brand Ambassador and improve the delivery of information so that messages can be delivered to customers.

Keywords: Brand Ambassador, Brand Image