

ABSTRACT

With the many business opportunities present at this time, the level of competition between industries is increasingly strict in marketing its products. One of them is instant noodle, to be able to increase the sales of the company should be able to more attract consumers to do interest purchases on its products, there are various ways that can be done to attract the attention of the consumers.

One of the factors that can affect consumers in purchase interest is Brand Ambassador and product quality. The company that owns the Brand Ambassador and good product quality will increase the purchase interest of consumers in a company.

The purpose of this research is to determine the influence of Brand Ambassador and product quality for buy interest in Mie Sedaap Korean Spicy Chicken products. This type of research is quantitative and uses methods of descriptive analysis. The scale used in this research is the Likert scale using data testing techniques of validity and reliability test with 30-respondent. Sampling is done by a non-probability sampling method with the purposive sampling type. The data analysis techniques used are multiple linear regression analyses.

The conclusion of this research is Brand Ambassador and product quality has an effect on the purchase interest in Mie Sedaap Korean Spicy Chicken with a percentage of 68.5% and the remaining 31.5% influenced by other variables not examined in this study. The result can be interpreted with the better Brand Ambassador and product quality that has the better interest also buy in Mie Sedaap Korean Spicy Chicken

Keywords: Brand Ambassador, Product Quality, Purchase Interest