

ABSTRACT

There are many ways to increase brand image, one of which is using brand ambassadors. In this study, the researcher will discuss the influence of the Brand Ambassador on the NCT 127 Brand Image of Nu Green Tea products. In accordance with the title that has been explained by the researcher, the researcher certainly uses descriptive quantitative research methods that involve the respondent in filling out the questionnaire. The respondents in this study were people aged 16-25 who knew about Nu Green Tea x NCT 127 #FixEnak products and advertisements. In determining the sample, the researcher used non-probability sampling technology to produce a sample of 100 people. Based on the results of this study, there is a positive influence between the brand ambassadors of NCT 127 and the brand image of Nu Green Tea products. This can be seen from the analysis test of the coefficient of determination obtained by the researcher of 0.693. So it can be explained that the brand ambassador of NCT 127 as an independent variable has a significant effect of 69.3% on the brand image of Nu Green Tea products. Then there are other factors that are not present in this study which affect the brand image of Nu Green Tea products by 30.7%.

Keywords : Brand Ambassador, Brand Image