

ABSTRACT

Bandung Helmet Gallery almost every day advertises its products on Instagram Stories. by showing a floor plan of their shop location, or reposting photos of consumers who have purchased KYT helmets. This shows that consumers have a high enthusiasm for buying KYT helmets, especially at the Bandung Helmet Gallery. The purpose of this study was to determine the effect of advertising and brand image of KYT helmets on Instagram @bandunghelmetgallery on interest in buying SNI helmets for the motorcycle community in Bandung. The research method used in this research is quantitative. Respondents are members of the motorcycle community in Bandung who know about the Bandung Helmet Gallery totaling 300 people. The data collection method used is a questionnaire. Methods Data analysis using multiple linear regression. Based on the results of the study showed points of conclusion. The advertising and brand image variables partially have a positive and significant effect on buying interest. With a significance of $0.000 < \text{the significance of i.e. } 0.05$ by indicating a positive direction of influence. This means that the better the advertisement regarding KYT helmets is broadcast by Instagram Bandung Helmet Gallery, the higher the interest in buying SNI helmet products, and vice versa. Second, based on the results of multiple linear regression analysis, it is known that product image has a significant influence on buying interest in SNI helmet products for the motorcycle community in Bandung with a significance value of $0.000 < \text{significance i.e. } 0.05$ by indicating a positive direction of influence. That is, the better the brand image owned by the KYT helmet brand is perceived by consumers, the higher the interest in buying SNI helmet products will be. Thus, the first and second hypotheses which state that the advertisement and image of the KYT helmet brand on Instagram @bandunghelmetgallery are significant to the interest in buying SNI helmets, are accepted.

Keywords: Advertising, brand image, buying interest