

## **ABSTRACT**

*The development of communications technology is rapidly increasing smartphone, including the development of communication technology smartphone in Indonesia. The manufacturers of smartphones continue to provide innovations that suit the needs and desires of consumers. Smartphone companies compete to build a good brand image in order to become one of consumer choice by using a marketing strategy using the brand ambassador.*

*This study aims to determine the effect of brand ambassador of the brand image smartphone Samsung in the city of Bandung. The method used dalama is descriptive quantitative research where data were obtained through questionnaires. The sampling technique in this research is non probability kinds of purposive sampling. The questionnaires were distributed to 100 respondents in the city of Bandung who have bought or used Samsung smartphones and have seen Samsung advertisements in smartphone products with BTS brand ambassadors. Data analysis technique used is simple linear regression analysis.*

*Based on the overall results of hypothesis testing brand ambassador partially significant effect on brand image smartphone Samsung in the city of Bandung. This is evidenced by  $t_{count} > t_{table}$ , namely  $7.289 > 1.984$ . Based on the coefficient of determination brand ambassador affect the brand image smartphone Samsung in the city amounted to 35.2% and the remaining 64.8% influenced by other variables not examined in this study.*

**Keywords:** *Brand Ambassador, Brand Image, BTS, Samsung, Smartphone*