

ABSTRACT

This research is based on the declining interest in buying MS GLOW due to fake product content in 2021. This study was conducted with the aim of determining how much the brand ambassador and brand image are simultaneously and partially referred to the buying interest in MS GLOW products, this research was conducted on the community in the city of Bandung.

This study used quantitative methods with a descriptive type of research whose sampling was carried out using a non-probability sampling method with a total of 100 respondents. The analytical techniques used in this study are descriptive and multiple linear regression analysis.

Based on the results of the Descriptive analysis of this study, it can be concluded that respondents' responses to the Brand Ambassador and Brand Image variables have a percentage that has been included in the good category. Based on the results of this study, it resulted simultaneously that the Variables Brand Ambassador and Brand Image had a significant effect on Buying Interest as evidenced by the $F_{hitung} (113.395) > F_{tabel} (3.09)$ and the resulting significant value of 0.000 and the value was smaller than (0.05). MS GLOW of 70.0% while the remaining 30.0% was influenced by other factors outside this study. The brand ambassador and brand image variables influenced MS GLOW Buying Interest by 70.0% while the remaining 30.0% was influenced by other factors outside this study.

Keywords: *Brand Ambassador, Brand Image, Buying Interest*