

ABSTRACT

This research is focused on "The Influence of Arief Muhammad as a Brand Ambassador on Instagram towards Brand Loyalty Erigo Apparel in the #KembaliKeErigo Program. The theory used in this research is the theory of the brand ambassador variable dimension (Kertamukti, 2015) and the variable dimension theory of brand loyalty (Aaker, 2007). This research aimed to examine Arief Muhammad's influence on Erigo Apparel's brand loyalty. This research uses quantitative methods with data obtained through the distribution of questionnaires. The population of this research is Instagram account followers @erigostore and @ariefmuhammad, who have used #KembaliKeErigo in their Instagram posts, with as many as 367 respondents. The data measurement technique used is the validity and reliability test. The data analysis techniques used are descriptive analysis, normality test, Pearson correlation analysis, simple linear regression analysis, hypothesis testing, and coefficient of determination test using SPSS 25 software. The results of the t-test accept H1, which is proven effective. There is a relationship between X and Y Variable, there is the Effect of Brand Ambassador on Instagram on Brand Loyalty in Erigo Apparel. The coefficient of determination shows that Arief Muhammad as a brand ambassador has a positive influence of 58.37% on Erigo Apparel's brand loyalty in the #KembaliKeErigo program. The remaining 41.63% is influenced by other factors not examined.

Keywords: Influence, Brand Ambassador, Brand Loyalty, Erigo Apparel, Instagram.