

ABSTRACT

Men have started to realize the importance of facial care. As a result, various male-only skin care products and services are increasingly being distributed and demanded by the general public. Ms Glow ranks first in sales in May 2021, sales of the MS Glow facial treatment category reached 74.82 billion Rupiah. In mid-2021, MS Glow For Men announced that Marshel Widiyanto was the Brand Ambassador. This research was conducted with the aim of knowing how much influence Marshel Widiyanto as a Brand Ambassador has on the MS Glow Brand Image in Indonesia. This study uses the independent variable, namely Brand Ambassador with sub-variables Visibility, Credibility, Attraction, and Power. The dependent variable is Brand Image with Strength, Favorable, and Uniqueness sub-variables. This research was conducted using quantitative methods with descriptive research type. The sampling technique used in this study is probability sampling, with simple random sampling technique, and the analysis technique uses normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression, and hypothesis testing using T test. Based on the results of the study explain that Brand Ambassador Marshel Widiyanto has an influence on the Brand Image of MS Glow by 86.1%, and the remaining 13.9% is influenced by other factors not examined in this study.

Keywords: Brand Ambassador, Brand Image, Marshel Widiyanto, MS Glow