

ABSTRACT

In the beauty industry, from year to year it is increasing, beauty products that support improvement are skincare. Skin skincare seems to be a trend in society. Based on data from the Central Statistics Agency (BPS), the cosmetics industry which includes the pharmaceutical, chemical, and traditional medicine industry sectors will experience growth of up to 9.61% in 2021. Ms Glow is a beauty-based company in Indonesia. Ms Glow is used and discussed by several brand ambassadors, beauty vloggers, bloggers who also review vloggers and bloggers whose quality can be seen by the public which can foster trust in buying interest in prospective consumers.

This study aims to determine whether there is an influence of Brand Ambassadors on Brand Awareness through Trust and Indonesian people's buying interest. The population of this study is Indonesian people who have/have not used Ms Glow products, the number of which is not known with certainty and uses purposive sampling which is a sample collection technique from non-probability sampling. Ms Glow is the product most in demand in Indonesia to get the latest information about products and to make purchases offline and online with a minimum sample of 400 respondents. The method used in this study uses descriptive analysis with quantitative methods and data collection through questionnaires. The data analysis technique in this study using Structural Equation Modeling – Partial Least Structural (SEM-PLS) software SmartPLS 3.2.9.

Theoretically, this research is expected to be able to broaden knowledge and provide knowledge for Ms Glow's company in attracting interest in buying Ms Glow from the impact of brand ambassadors and brand awareness of trust and buying interest. Practically this research is also expected to be a source of information and advice for Ms Glow's company in influencing trust and buying interest in prospective buyers.

Keywords: *Brand Ambassador, Brand Awareness, Trust, Purchase Intention.*