

ABSTRACT

Using brand ambassadors on brand image is one of the strategies in enhancing the image of a brand towards the consumer mindset. This study discusses the influence of the NCT 127 Brand Ambassador on the Blibli Brand Image. The purpose of this research is to find out how much influence the brand ambassador NCT 127 has on Blibli's brand image. This research uses quantitative methods and descriptive research types. The sample used in this study is people aged 17-25 years who know NCT 127 as a Blibli brand ambassador and use the Blibli application. The study used a non-probability sampling method, with a total of 96 respondents. Based on the research results, it was found that the NCT 127 brand ambassadors had a positive influence on Blibli's brand image. The results of the test for the coefficient of determination show that 52,4% of the influence of the NCT 127 brand ambassadors has on Blibli's brand image and the remaining 47,6% is influenced by other factors outside of the research.

Key Word : Brand Ambassador, Brand Image, Blibli.