

ABSTRACT

This research is based on Nature Republic's buying interest. The more basic needs, the greater the need, for example for cosmetics, both for products originating from nature and for products containing chemicals. Currently, cosmetics are the main needs of women and men. This research was conducted with the aim of knowing how much influence Brand Ambassador and Brand Image simultaneously and partially have on Buying Interests in Nature Republic products, this research was conducted on people in the city of Jakarta.

This study used a quantitative method with a descriptive type of research conducted using a non-probability sampling method with a total of 133 people. The analysis technique used in this study is descriptive and multiple linear regression analysis. The population in this study are consumers who have used Nature Republic products in Jakarta. Meanwhile, the sample criteria used by researchers were residents of the city of Jakarta who had purchased and used Nature Republic products.

Based on the results of the descriptive analysis of this study, it can be concluded that the respondents' responses to the Brand Ambassador and Brand Image variables have a percentage that is already in the good category. Based on the results of this study, it resulted simultaneously that the Brand Ambassador and Brand Image variables had a significant effect on Purchase Interest as evidenced by $F_{count} (172,536 > 3.07)$ and the significance level was 0.000 and the value was less than 0.05. The results of the brand ambassador variable (X1) on the continuum line are in a good category with a percentage value of 81.07%. And the results of the brand image variable (X2) on the continuum line are in the good category with a percentage value of 82.69%. And the results of the variable interest in buying (Y) on the continuum line are in a good category with a percentage value of 82.56%.

Keywords: Brand Ambassador, Brand Image and Buy Interest