

ABSTRACT

Coffee drinking culture is said to be a trend or lifestyle closely related to culture in Indonesia. This development of coffee drinking culture is characterized by fast spreading coffee shops. This increase resulted in competition between coffee businessmen (therefore Fore Coffee collaborated with Vidi Aldiano as a brand ambassador to increase Fore Coffee's loyalty brand. This study aims to find out the amount of influence Vidi Aldiano has given as a brand ambassador to the brand loyalty Fore Coffee. The indicators tested in this study are brand ambassador variables with sub-variables visibility, credibility, attraction and power. As well as brand loyalty variables with sub-variable behavior measures, measuring switch costs, measuring brand size, measuring and commitment. The method used in this study is quantitative with a type of descriptive research with a millennial generation population in Bandung City. The sample collection used a nonprobability sampling method using purposive sampling techniques, with 400 samples through questionnaire distribution. The results of this study show that Vidi Aldiano as a brand ambassador has a significant positive influence on the brand loyalty Fore Coffee. Based on the calculation of the coefficient of determination, Vidi Aldiano as Brand Ambassador has an influence of 57% on the brand loyalty Fore Coffee. The next suggestion for researchers is to conduct research on the same object using different variables.

Keyword : Brand Ambassador, Brand Loyalty, Fore Coffee.