

ABSTRACT

A brand ambassador is someone who promotes a brand or product to the market. Currently, the use of brand ambassadors is often used by several brands to increase brand equity, one of which is brand loyalty. This research focuses on the influence of the NCT DREAM brand ambassador on brand loyalty for Lemonilo products. This study uses a quantitative approach, using descriptive data analysis techniques, successive interval method, normality test, correlation analysis, simple linear regression, hypothesis testing, and the coefficient of determination. The sampling technique used in this study was non-probability sampling, namely purposive sampling, with a total sample of 400 respondents taken from an unknown population. The results of the hypothesis test show that the elements of the NCT DREAM brand ambassador have a positive influence on the brand loyalty of Lemonilo products, as shown by the calculated t value (17,069) which has a greater number than the t table value (1,966). The coefficient of determination shows that the NCT DREAM brand ambassadors have an influence of 65.3% on the brand loyalty of the Lemonilo product, while the other 34.7% are influenced by other factors.

Keyword : *Brand Ambassador, Brand Loyalty, Lemonilo*