

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADOR PAULA VERHOEVEN ON BRAND AWARENESS AND BRAND IMAGE MAKE OVER COSMETICS

This study aims to determine the effect of brand ambassador (Paula Verhoeven) on brand awareness and brand image of Make Over Cosmetics. The research uses quantitative methods. The sample was taken using non-probability sampling with accidental sampling method and the analysis technique using simple regression analysis. Based on the results of the questionnaire collected as many as 130 respondents, with the majority of women whose average age is between 20 to 25 years old, has a job as an employee, and uses cosmetics every day.

The results of this study indicate that Paula Verhoeven's brand ambassador significantly has an influence on brand awareness and brand image of Make Over Cosmetics. The coefficient of determination of the brand ambassador to brand awareness is 0.120 or 12%, and the coefficient of determination of the brand ambassador to the brand image is 0.197 or 19.7%.

ABSTRAK

“Pengaruh *Brand Ambassador* terhadap *Brand Awareness* dan *Brand Image* Make Over Cosmetics”

Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador* (Paula Verhoeven) terhadap *brand awareness* dan *brand image* Make Over Cosmetics. Penelitian menggunakan metode kuantitatif. *Sample* yang diambil menggunakan *nonprobability sampling* dengan metode *accidental sampling* dan teknik analisisnya menggunakan analisis regresi sederhana. Berdasarkan hasil kuesioner yang terkumpul sebanyak 130 responden, dengan mayoritas perempuan yang rata-rata usianya antara 20 hingga 25 tahun, mempunyai pekerjaan sebagai karyawan, dan menggunakan kosmetik setiap harinya.

Hasil penelitian ini menunjukkan bahwa secara signifikan *brand ambassador* Paula Verhoeven memiliki pengaruh terhadap *brand awareness* dan *brand image* Make Over Cosmetics. Hasil koefisien determinasi *brand ambassador* terhadap *brand awareness* adalah sebesar 0,120 atau 12%, dan hasil koefisien determinasi *brand ambassador* terhadap *brand image* adalah sebesar 0,197 atau 19,7%.