

## **ABSTRACT**

### ***The Effect of Ambassador's Brand on Buying Interest Through Brand Image in Erigo Local Fashion Brand Products***

Gita Faradilla A.<sup>1)</sup>, Dr. Dede Suleman, S.E., M.M., CMA.<sup>2)</sup>

<sup>1)</sup> Student of Management Departement, Pembangunan Jaya University

<sup>2)</sup> Lecturer of Management Department, Pembangunan Jaya University

*This study aims to determine (1) the influence of the Brand Ambassador variable on Buying Interest; (2) the influence of the Brand Ambassador variable on Brand Image; (3) the influence of the Brand Image variable on Buying Interest; (4) the influence of the Brand Ambassador variable on Purchase Interest mediated by Brand Image. The target population in this study are prospective consumers of the Erigo brand with a sampling technique of purposive sampling as many as 240 respondents. This study uses Structural Equation Modeling (SEM) data analysis techniques. The results of this study say that (1) Brand Ambassador has no effect on Buying Interest; (2) Brand Ambassador has an effect on Brand Image; (3) Brand Image has an effect on Buying Interest; and (4) Brand Image can mediate the influence of Brand Ambassador on Buying Interest.*

*Keywords: Brand Ambassador, Brand Image, Purchase Intention, Structural Equation Modeling (SEM)*