

**"THE RELATIONSHIP OF BRAND AMBASSADOR AND BRAND
IMAGE WITH IMPULSIVE BUYING BEHAVIOR OF SCARLETT
PRODUCTS AMONG TWICE FANS IN TWITTER FANBASE SOCIAL
MEDIA @TWICE_INAteam"**

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ABSTRACT

This research aims to determine the relationship between brand ambassadors and brand image with impulsive buying behavior of Scarlett products among Twice fans on the social media Twitter fanbase @TWICE_INAteam.

This research uses a quantitative type of research with data collection methods using questionnaires. Researchers took samples from a population of 100 Twice fans who had purchased Scarlett products. Data analysis in this research uses descriptive analysis, validity test, reliability test, simple linear regression analysis test, multiple linear regression analysis, hypothesis testing, and coefficient of determination test using SPSS version 20.

Based on the findings in the research, it shows that 1) the brand ambassador variable is positively and significantly related to impulsive buying, 2) the brand image variable is positively and significantly related to impulsive buying. 3) Simultaneously both variables are positively and significantly related to impulsive buying. The coefficient of determination of brand ambassador and brand image is 72.2% related to impulsive buying and 27.8% is related to other factors.

Keywords: Impulsive Buying, Brand Ambassador, Brand Image

**“HUBUNGAN BRAND AMBASSADOR DAN BRAND IMAGE DENGAN
IMPULSIVE BUYING BEHAVIOR PRODUK SCARLETT PADA
PENGGEAR TWICE DALAM MEDIA SOSIAL TWITTER FANBASE
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ABSTRAK

Penelitian ini memiliki tujuan dalam mengetahui hubungan brand ambassador dan brand image dengan impulsive buying behavior produk scarlett pada penggemar Twice dalam media sosial Twitter fansbase @TWICE_INAteam.

Penelitian ini menggunakan jenis penelitian kuantitatif dengan metode pengumpulan data menggunakan kuesioner. Peneliti mengambil sampel dari populasi sebanyak 100 penggemar Twice yang pernah melakukan pembelian produk Scarlett. Analisis data dalam penelitian ini menggunakan analisis deskriptif, uji validitas, uji reliabilitas, uji analisis regresi linear sederhana, analisis regresi linear berganda, uji hipotesis, dan uji koefisien determinasi lewat bantuan SPSS versi 20.

Berdasarkan hasil temuan dalam penelitian menunjukkan 1) variabel brand ambassador berhubungan positif dan signifikan dengan impulsive buying, 2) variabel brand image berhubungan positif dan signifikan dengan impulsive buying. 3) Secara simultan kedua variabel berhubungan positif dan signifikan dengan impulsive buying. Nilai koefisien determinasi dari brand ambassador dan brand image memiliki hubungan sebanyak 72,2% dengan impulsive buying dan 27,8% ada hubungannya dengan faktor lain.

Kata Kunci: Brand Ambassador, Brand Image, Impulsive buying.