

ABSTRACT

The development of an increasingly advanced world of advertising requires each brand to provide the attraction to its advertising by bringing out excellence and uniqueness to attract consumer buying. One of the main attraction of advertising is brand ambassador. The purpose of this study is to determine the influence of brand ambassador on consumer buying interest Bandung Kunafe Cake.

This research uses quantitative research method with causal descriptive type. This research data was obtained by distributing questionnaires to 100 respondents. Sampling technique in this research is non-probability sampling. Data used in this research is primary data obtained from questionnaire, while secondary data obtained from previous research data, book, journal and internet. Data analysis techniques used are descriptive and simple linear regression.

Based on the result of the research, it can be concluded that the responses of respondents to Brand Ambassador variables get the value of 62.67% which is in the category of "high enough" and Buy Interest get value of 61.27% where the percentage is in the category "high enough". Brand Ambassador positively and significantly influence on Buying Interest of Kunafe Cake Bandung 66%.

Based on the results discussed in the previous chapter, researchers can provide suggestions that would be useful for the company Bandung Kunafe Cake. Company Kunafe Cake Bandung can increase the interest to be better not only by holding a brand ambassador, but the buying interest can also be enhanced with a more planned and creative marketing system such as creating an ad that has its own uniqueness so that product Kunafe Cake Bandung can provide uniqueness itself for the consumer and create a positive feeling that leads consumers to buy the advertised product.

Keywords: Brand Ambassador, Buying Interest

