

ABSTRACT

The development of culinary industry today is becoming more advanced. This causes entrepreneurs need to be more creative and innovative. With the competition being more competitive, the marketing strategy used to survive this competition is to advertise effectively and attract a lot of attention, the latter can be achieved by using a brand ambassador. The existence of a brand is a very important aspect and it's affecting to how the company would succeed. Because the strength of a brand image will give an appeal to itself for the consumers.

This research is made to find out the effect of a brand ambassador to Mamahke Jogja and the effect of a brand image to Mamahke Jogja, also to calculate how big is the influence of brand ambassador towards brand image of Mamahke Jogja.

This research is descriptive and causality with 100 respondent as object research, the respondents were from consumers of Mamahke Jogja. The scale that is used in this research is likert scale with the sample of 30 respondent. The research method that is being used is quantitative method. Sampling was done with non-probability method with accidental sampling type, the number of respondent is 100 people in Mamahke Jogja . Analysis data technique that is being used is simple linear regression analysis. Brand Ambassador have a positive and significant influence towards Brand Image simultaneously by 43,9% and the other 56,1% was influenced by other factors that is not being investigated in this research.

Based on the study that was elaborated in the previous chapter, the researcher may give a helpful feedback for Mamahke Jogja. Mamahke Jogja with Zaskia Adya Mecca as their Brand Ambassador would hopefully fulfil the need for consumers of Mamahke Jogja by serving various flavours and taste. Mamahke Jogja is expected to maintain the company's good image because the consumers have good thoughts about Mamahke Jogja's Brand Image by serving consumers well.

Key Words : Brand Ambassador, Brand Image.