

ABSTRACT

This study determined aimed to find out how much influence Choi Siwon as Brand Ambassador on the Brand Image of Product Mie Sedaap Korean Spicy Chicken at the Hansamo Community in Bandung. This study uses the independent variable Brand Ambassador with sub-variables Visibility, Credibility, Attraction, and Power. The dependent variable is Brand Image with Strength of Brand Association, Favorable of Brand Association, and Uniqueness of Brand Association sub-variables. This research uses quantitative methods by using descriptive analysis techniques, normality tests, correlation analysis, simple linear regression test, coefficient of determination and hypothesis testing. The sampel using probability sampling techniques type simple random sampling with as many as 100 respondents. Based on the results of hypothesis testing using the t test, it was found that Choi Siwon as the brand ambassador had an influence of 29.05% on the brand image of Mie Sedaap Korean Spicy Chicken.

Keywords: Brand Ambassador, Brand Image