

ABSTRACT

The existence of technological advances and also the strength of the internet, make it easier for business people to innovate in promoting and providing information to the public. One way used by business people is to make attractive offers, namely online sales promotion through live shopping shopee and also celebrity endorsers who are expected to create a brand image for their business. This is used by Toko Mama Gigi to create a brand image through online sales promotions offered and also the use of celebrity endorser Nagita Slavina. This study aims to determine the influence of online sales promotion and celebrity endorser Nagita Slavina on the brand image of Toko Mama Gigi. The theory used in this study is the S-O-R (Stimulus, Organism, Response) theory created by Houland. Researchers use quantitative research methods and sampling is carried out using non-probability sampling and the number of respondents as many as 400 people. Based on the results of the study, it shows that the online sales promotion variable has a positive and significant effect on brand image with a t-count value of 10.212 and the celebrity endorser variable has a positive and significant effect on brand image with a t-count value of 9.686. The magnitude of the influence of online sales promotion and celebrity endorsers on the brand image of Toko Mama Gigi is 46.9%, while the other 53.1% is influenced by other factors not examined in this study.

Keyword: Brand Image, Celebrity Endorser, Online Sales Promotion