

ABSTRACT

The development of technology has brought a significant impact on various fields, including the world of sports. One of the sports that is undergoing changes is technology-based sports, better known as esports (electronic sports). Esports stands for electronic sports, which refers to video game competitions in which players compete individually or in teams to win a particular tournament or competition. This study was conducted with the aim of knowing the influence of Windah Basdara as Brand Ambassador on the Brand Image of the esports team Rex Regum Qeon (RRQ). The research method used was quantitative, with data collection through the dissemination of questionnaires on several social media platforms such as Instagram and WhatsApp. Respondents in the study were communities that were supporters of the Rex Regum Qeon esports team, which simultaneously became the population in the study. Data analysis techniques used include descriptive analysis, normality test, heteroscedasticity test, simple linear regression test, correlation coefficient, coefficient of determination, and hypothesis test T. Based on the results of the research test, it was found that the variable (X), namely Brand Ambassador, has a positive and significant influence on the variable (Y) that is Brand Image. Windah Baswarra as Brand Ambassador (X) exerted a 51.5% influence on the Brand Image (Y) of Rex Regum Qeon esports team, while the remaining 48.5% was influenced by other factors not analyzed in this study.

Keywords: *Brand Ambassador, Brand Image, Esports, Team Esports*