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Penelitian ini bertujuan untuk mengetahui hubungan Brand Ambassador, Brand Image, dan Country of Origin terhadap Minat Beli Produk Ms.Glow di kota Medan. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan pendekatan deskriptif. Populasi penelitian sebanyak 60 Responden. Teknik sampling yang digunakan yakni Observasi, dan Wawancara. Berdasarkan hasil penelitian menunjukkan bahwa Secara parsial Brand Ambasador dan Country of Origin berpengaruh Positif dan signifikan terhadap Minat Beli Produk Ms Glow di Kota Medan , namun Brand Image terhadap berpengaruh positif dan tidak Signifikan terhadap Minat Beli . Hasil penelitian secara simultan mennjukkan bahwa variabel Brand Ambassador, Brand Image dan Country of Origin berpengaruh bersama terhadap Minat Beli Produk Ms Glow di kota Medan .

Kata Kunci: Brand Ambassador; Brand Image, Country of Origin, Minat Beli.

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This study aims to determine the relationship between Brand Ambassador, Brand Image, and Country of Origin with Interest in Buying Ms.Glow Products in the city of Medan. The research method used is a qualitative research method with a descriptive approach. The research population is 60 respondents. The sampling technique used is Observation and Interview. Based on the results of the study, it showed that partially Brand Ambassador and Country of Origin had a positive and significant effect on Purchase Intentions for Ms Glow Products in Medan City, however Brand Image had a positive and insignificant effect on Purchase Intentions. The results of the study simultaneously show that the variables Brand Ambassador, Brand Image and Country of Origin affect the Interest in Buying Ms Glow's Products in the city of Medan.

Keywords: Brand Ambassador, Brand Image, Country of Origin, Purchase Intention.