

ABSTRAK

Syela Wakhidatun Nur Azizah, “ Pengaruh *Brand Ambassador* NCT Dream Dan *Brand Image* Terhadap Minat Beli Produk *Somethinc*” dibawah bimbingan Darul Islam, S.E., M.M.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh *brand ambassador NCT Dream* dan *brand image* mempengaruhi minat beli konsumen pada produk *Somethinc*. Metode penelitian yang digunakan adalah kuantitatif melalui kuesioner yang disebar dengan *google form* dengan sampel 100 responden yang merupakan pengguna aktif “X” atau Twitter. Data yang diperoleh dianalisis menggunakan analisis regresi linier berganda uji t, uji f, uji normalitas, dan uji korelasi dengan bantuan aplikasi SPSS 27. Hasil penelitian menunjukkan bahwa *brand ambassador NCT Dream* berpengaruh secara parsial terhadap minat beli produk *Somethinc*, *brand image* berpengaruh secara parsial terhadap minat beli produk *Somethinc*, serta *brand ambassador NCT Dream* dan *brand image* berpengaruh secara simultan atau bersama – sama terhadap minat beli produk *Somethinc*.

Kata kunci: *brand amabassador, NCT Dream, brand image, minat beli, somethinc.*

ABSTRACT

Syela Wakhidatun Nur Azizah, "The Influence of NCT Dream Brand Ambassador and Brand Image on Interest in Buying Somethinc Products" under the guidance of Darul Islam, S.E., M.M.

The purpose of this study was to determine how the influence of NCT Dream brand ambassadors and brand image affects consumer buying interest in Somethinc products. The research method used is quantitative through a questionnaire distributed by google form with a sample of 100 respondents who are "X" or Twitter users active. The data obtained was analyzed using multiple linear regression analysis t test, f test, normality test, and correlation test with the help of SPSS 27 application. The results showed that NCT Dream brand ambassador partially influenced the purchase intention of Somethinc products, brand image partially influenced the purchase intention of Somethinc products, and NCT Dream brand ambassador and brand image simultaneously or jointly influenced the purchase intention of Somethinc products.

Keywords: brand amabassador, NCT Dream, brand image, purchase intention, somethinc.