

## ABSTRAK

Penelitian ini dilakukan karena dunia bisnis kosmetik bermunculan di Indonesia dengan berbagai jenis merk (*brand*). Tantangan yang dihadapi oleh para pengusaha diantaranya adalah berusaha mempertahankan pasar produk di masyarakat. Salah satu strategi pemasaran yang efektif ialah menggunakan *Brand Ambassador* untuk mempromosikan produk. Penelitian ini dilakukan dengan mengukur pengaruh dari *brand ambassador* dan motivasi pembelian konsumen. Hipotesa diukur menggunakan teori Terence A. Shimp dan J. Craig Andrews *brand ambassador*, komunikasi pemasaran, dan Motivasi minat beli dengan mengkaji copy testing milik Wimmer & Dominick. Penelitian kemudian dikaji kuantitatif. Metode penelitian survey, peneliti mengumpulkan data melalui kuesioner yang disebar. Target responden yang dituju peneliti adalah remaja putri dan pengguna produk “Madame.Gie”. Sampel penelitian ini menggunakan random sampling. Hasil penelitian menunjukkan hasil uji t hitung sebesar 7,281 yang lebih besar dari t tabel 4,005 yang menunjukkan bahwa brand ambassador memiliki hubungan yang signifikan terhadap motivasi minat pembelian. Kajian keseluruhan menunjukkan implikasi strategi komunikasi pemasaran terutama brand ambassador, mampu mempengaruhi motivasi minat pembelian.

Kata kunci: *brand ambassador*, motivasi minat beli, kosmetik.

## ABSTRACT

This research was conducted because the world of cosmetics business has emerged in Indonesia with various types of brands. The challenges faced by entrepreneurs include trying to maintain the product market in society. One effective marketing strategy is to use Brand Ambassadors to promote products. This research was conducted by measuring the influence of the Ambassador brand and consumer purchasing motivation. The hypothesis is measured using Terence A. Shimp and J. Craig Andrews brand ambassador theory, marketing communications, and purchase motivation with Wimmer & Dominick's test copy assessment. The research was then studied quantitatively. Survey research method, researchers collect data through distributed questionnaires. The researchers' target respondents were young women and users of the "Madame.Gie" product. This research sample used random sampling. The research results show a t-test result of 7.281 which is greater than the t table of 4.005, which shows that the Ambassador brand has a significant relationship with motivation to purchase interest. The overall study shows the implications of marketing communication strategies, especially the Ambassador brand, which can influence motivation for purchasing interest.

**Keywords:** *brand ambassador*, motivation for buying interest, cosmetics.