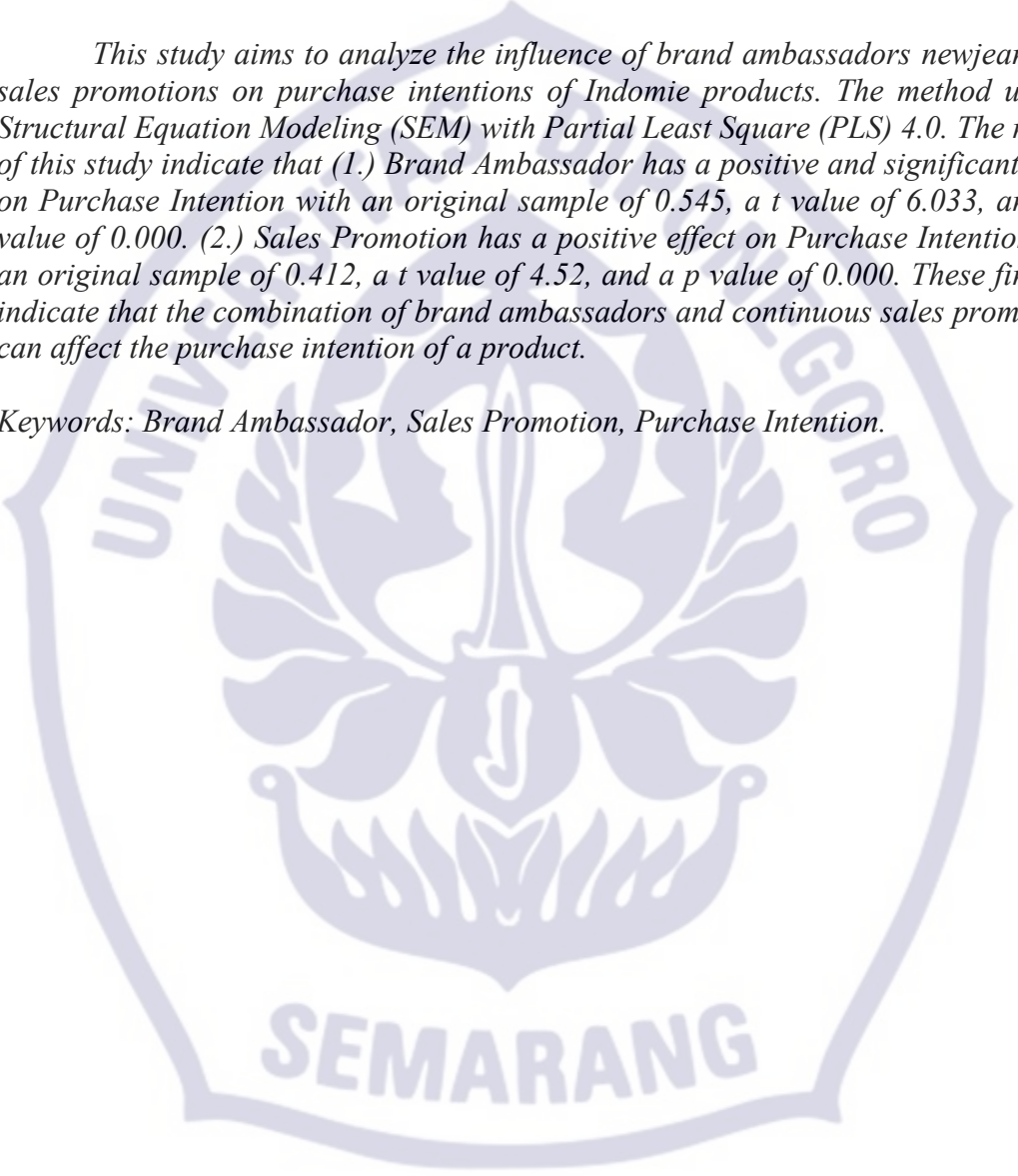


ABSTRACT

This study aims to analyze the influence of brand ambassadors newjeans and sales promotions on purchase intentions of Indomie products. The method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 4.0. The results of this study indicate that (1.) Brand Ambassador has a positive and significant effect on Purchase Intention with an original sample of 0.545, a t value of 6.033, and a p value of 0.000. (2.) Sales Promotion has a positive effect on Purchase Intention with an original sample of 0.412, a t value of 4.52, and a p value of 0.000. These findings indicate that the combination of brand ambassadors and continuous sales promotions can affect the purchase intention of a product.

Keywords: Brand Ambassador, Sales Promotion, Purchase Intention.



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