

ABSTRAK

**PENGARUH *BRAND AMBASSADOR*, CITRA MEREK, DAN HARGA
TERHADAP MINAT BELI PRODUK NATURE REPUBLIC**

Studi pada mahasiswi 4 Universitas di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Brand ambassador*, citra merek dan harga secara simultan pengaruh terhadap minat beli produk Nature Republic, 2) *brand ambassador* secara parsial berpengaruh positif terhadap minat beli produk Nature Republic, 3) citra merek secara parsial berpengaruh positif terhadap minat beli produk Nature Republic, 4) harga secara parsial berpengaruh positif terhadap minat beli produk Nature Republic. Populasi dalam penelitian ini adalah mahasiswi yang berasal dari 4 universitas di Yogyakarta, yaitu Universitas Sanata Dharma, Universitas Atma Jaya, Universitas Gadjah Mada, dan Universitas Pembangunan Nasional. Sampel dalam penelitian ini adalah 100 responden yang berasal dari salah satu 4 universitas di Yogyakarta yang mengetahui tentang produk Nature Republic dan mengetahui tentang NCT127 menjadi *brand ambassador* Nature Republic, namun belum pernah membeli produk Nature Republic. Teknik pengambilan sampel pada penelitian ini menggunakan *Purposive Sampling*. Data diperoleh dengan menyebarkan kuesioner kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda dengan menggunakan program aplikasi SPSS *statistics* 25. Hasil penelitian menunjukkan bahwa: 1) *Brand ambassador*, citra merek, dan harga secara simultan berpengaruh terhadap minat beli produk Nature Republic, 2) *Brand ambassador* secara parsial tidak berpengaruh positif terhadap produk Nature Republic, 3) Citra merek secara parsial berpengaruh positif terhadap minat beli produk Nature Republic, 4) Harga secara parsial berpengaruh positif terhadap minat beli Nature Republic.

Kata kunci: *brand ambassador*, citra merek, harga, minat beli

ABSTRACT

**THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, AND
PRICE ON PURCHASE INTEREST OF NATURE REPUBLIC
PRODUCTS**

Study at 4 University Students in Yogyakarta

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This research aims to find out whether : 1) Brand ambassador, brand image, and price simultaneously have influence on purchase interest of Nature Republic products, 2) brand ambassador partially have a positive influence on purchase interest of Nature Republic products, 3) brand image partially have a positive influence on purchase interest of Nature Republic products, 4) price partially have a positive influence on purchase interest of Nature Republic products. The population in this research was female students from 4 universities in Yogyakarta, namely Sanata Dharma University, Atma Jaya University, Gadjah Mada University, and National Development University. The sample in this research was 100 respondents from 4 universities in Yogyakarta who knew about Nature Republic products and knew about NCT127 being the brand ambassador of Nature Republic, but had never bought Nature Republic products. The sampling technique in this study used purposive sampling. The data were obtained by distributing questionnaires to 100 respondents. The data analysis techniques of this research were descriptive analysis, classical assumption test, and multiple linear regression analysis used SPSS statistics 25 software. The result of this research shows that: 1) Brand ambassador, brand image, and price simultaneously have an influence on purchase interest of Nature Republic products, 2) Brand ambassador partially have no positive influence on purchase interest of Nature republic products, 3) Brand image partially has a positive influence on purchase interest of Nature Republic products, 4) Price partially has a positive influence on purchase interest of Nature Republic products.

Keywords: brand ambassador, brand image, price, purchase interest