

**PENGARUH *BRAND AMBASSADOR* DAN *COUNTRY OF ORIGIN*
TERHADAP *BRAND IMAGE***

(PADA PENGGUNA OPPO DI KOTA BANDUNG)

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ABSTRAK

Perkembangan teknologi komunikasi *smartphone* semakin pesat, termasuk perkembangan teknologi komunikasi *smartphone* di Indonesia. Perusahaan-perusahaan *smartphone* bersaing membangun *Brand Image* yang baik agar menjadi pilihan konsumen, salah satunya dengan melakukan strategi pemasaran *Brand Ambassador* dan *Country Of Origin*.

Penelitian ini dilakukan untuk mengetahui pengaruh *Brand Ambassador* dan *Country Of Origin* terhadap *Brand Image*. Penelitian ini memakai metode kuantitatif dengan pendekatan deskriptif analisis dan verifikatif. Populasi dalam penelitian ini adalah pengguna OPPO *Smartphone* di Kota Bandung sebanyak 100 orang. Untuk menentukan jumlah sampel dalam penelitian ini menggunakan metode purposive sample. Karena penulis mengambil 100% jumlah populasi yang ada sebanyak 100 orang responden. Dengan demikian penggunaan seluruh populasi tanpa harus menarik sample penelitian sebagai unit observasi sebagai teknik sensus (sampel jenuh).

Hasil penelitian menunjukkan bahwa hasil uji asumsi klasik tidak bermasalah dan semua data variable berdistribusi normal sehingga telah memenuhi syarat untuk dapat menggunakan metode regresi linier berganda. Hasil Uji-f menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Brand Ambassador* dan *Country Of Origin* Terhadap *Brand Image* sebesar 55,9%, sisanya 44,1% adalah kontribusi variabel lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : *Brand Ambassador*, *Country Of Origin*, dan *Brand Image*

INFLUENCE OF BRAND AMBASSADORS AND COUNTRY OF ORIGIN OF BRAND IMAGE

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ABSTRACT

The development of communication technology is rapidly increasing smartphone, including the development of communication technology smartphone in Indonesia. Smartphone companies compete to build a good brand image in order to become one of consumer choice by using a marketing strategy using the brand ambassador and country of origin.

This research was conducted to find out the influence of Brand Ambassador and Country Of Origin of Brand Image. The study of quantitative method is wear with the descriptive approach analysis and verification. The population in this study was an employee of OPPO Smart Phone users in Bandung City as much as 100 people. To determine the number of samples in this study is using the method of purposive sample. Because the author takes 100% of the existing population by as much as 100 respondents. By means of the use the entire population without having to draw the sample research as units of observation as census techniques (saturated samples).

The research results showed that the classical assumptions of test results is not problematic and all data is distributed variable that are qualified to be able to use a multiple linear regression method. The f-test result showed that there is a positive and significant influence between the brand ambassadors and country of origin of brand image of 55,9%, at the remaining 54,1% is the contribution of other variables that are not included in this study.

Key words: Brand Ambassadors, Country Of Origin, Brand Image