

**THE INFLUENCE OF BRAND AMBASSADOR IN SHAPING
BRAND IMAGE IN DRIVING CONSUMER PURCHASE
INTENTIONS
(STUDY ON SCARLETT WHITENING BRAND)**

Thesis

Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana
Manajemen (SM) in International Business Management Program Faculty of
Business and Economics



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA
2024**

APPROVAL PAGE

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**THE INFLUENCE OF BRAND AMBASSADOR IN SHAPING
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INTENTIONS
(STUDY ON SCARLETT WHITENING BRAND)**

This work is entirely original with no unauthorized use of another person's words or ideas. The researcher also has included a comprehensive reference list for every item in the bibliographies and, where appropriate, credited sources using an established academic style standard.

Yogyakarta, 7 June 2024

The researcher,



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LETTER OF STATEMENT

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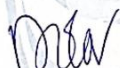
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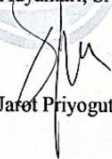
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PREFACE

The researcher acknowledges the enduring support and guidance of his faith in God, The Heavenly Father. This thesis is a partial fulfillment of the requirements for the International Business Management Program at the Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta. The title of the thesis is:

THE INFLUENCE OF BRAND AMBASSADOR IN SHAPING BRAND IMAGE IN DRIVING CONSUMER PURCHASE INTENTIONS (STUDY ON SCARLETT WHITENING BRAND)

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The researcher also acknowledges the flaws that present within this study. The researcher appreciates constructive suggestions on how to enhance this work to become a valuable resource for future investigations.

Yogyakarta, 7 June 2024

A handwritten signature in black ink, appearing to read 'Leonardus Andre Nugroho Pakpahan', written in a cursive style.

Leonardus Andre Nugroho Pakpahan

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ABSTRACT

This study delves into "The Influence of Brand Ambassador in Shaping Brand Image in Driving Consumer Purchase Intentions," focusing on Scarlett Whitening brand. Through a quantitative research methodology, the relationships between variables such as Brand Ambassador (Credibility, Specialty, Attractiveness and Congruence), Brand Image, and Purchase Intention are examined using statistical tests and data gathered from distributed questionnaires. An online survey was conducted using a 5-point Likert scale questionnaire to collect data from 200 participants. The data was further analyzed with Structural Equation Modeling - Partial Least Squares. The findings suggest that congruence in brand ambassadors in the brand might impact the image of the brand, besides that the credibility and specialty of the brand ambassadors can influence the intention people to making a purchase. However based on this study the credibility, specialty and attractiveness did not influence the brand image. Additionally the attractiveness and congruence of the brand ambassador also did not influence the intention people to making a purchase and brand image did not mediating the brand ambassador toward the purchase intention. The objective of the study is to identify the complex relationships between these elements and investigate the function of brand image as a mediator in the link between purchase intention and brand ambassador. By investigating the impact of brand ambassadors on consumer

behavior, this study provides valuable insights for companies looking to enhance their brand image and drive consumer purchase intentions effectively.

Keywords: *Brand Ambassador, Credibility, Specialty, Attractiveness, Congruence, Brand Image, Purchase Intention, Scarlett Whitening, Beauty Industry.*