

## ABSTRAK

PENGARUH BRAND AMBASSADOR, BRAND IMAGE, DAN IKLAN  
TERHADAP MINAT BELI ULANG NATURE REPUBLIC

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara simultan *brand ambassador*, *brand image*, dan iklan terhadap minat beli ulang *Nature Republic*, (2) Pengaruh secara parsial *brand ambassador* terhadap minat beli ulang *Nature Republic*, (3) Pengaruh secara parsial *brand image* terhadap minat beli ulang *Nature Republic*, (4) Pengaruh secara parsial iklan terhadap minat beli ulang *Nature Republic*. Populasi dalam penelitian ini adalah semua orang yang sudah pernah membeli *Nature Republic*, mengetahui *brand ambassador Nature Republic*, dan sudah pernah melihat iklan yang ditayangkan *Nature Republic*. Teknik pengambilan sampel menggunakan teknik *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *brand ambassador*, *brand image*, iklan dan minat beli ulang kepada 100 responden konsumen *Nature Republic*. Analisis data menggunakan regresi linier berganda dengan program aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa: (1) *Brand ambassador*, *brand image*, dan iklan secara simultan berpengaruh terhadap minat beli ulang *Nature Republic*, (2) *Brand ambassador* secara parsial tidak berpengaruh terhadap minat beli ulang *Nature Republic*, (3) *Brand image* secara parsial berpengaruh terhadap minat beli ulang *Nature Republic*, (4) Iklan secara parsial berpengaruh terhadap minat beli ulang *Nature Republic*.

Kata Kunci : *Brand Ambassador*, *Brand Image*, Iklan, dan Minat Beli Ulang

## ABSTRACT

### **THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE, AND ADVERTISEMENT ON REPURCHASE INTENTION OF NATURE REPUBLIC**

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*This study aims to determine whether: (1) The simultaneous influence of brand ambassador, brand image, and advertising on repurchase intention of Nature Republic, (2) The partial influence of brand ambassador on repurchase intention of Nature Republic, and (3) The partial influence of brand image on repurchase intention of Nature Republic, (4) The partial influence of advertisements on repurchase intention of Nature Republic. The sampling technique used was non-probability sampling. Data were obtained by distributing an online questionnaire to 100 respondents. The data was obtained by distributing questionnaires about brand ambassadors, brand image, advertising and repurchase intention to 100 consumer respondents of Nature Republic. The population in this study are all who have bought Nature Republic, know the Nature Republic brand ambassador, and have seen the advertisements aired by the Nature Republic. Data analysis using the SPSS application program. The results of this study showed that: (1) Brand ambassadors, brand image, and advertisements simultaneously influence the repurchase intention of Nature Republic, (2) Brand ambassadors partially have no influence on the repurchase intention of Nature Republic, and (3) Brand image partially influences repurchase intention of Nature Republic, (4) advertising partially influences repurchase intention of Nature Republic.*

*Keywords: Brand Ambassador, Brand Image, Advertising, Repurchase Intention*