

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh brand ambassador dan citra merek terhadap minat beli dengan kepercayaan konsumen sebagai variabel intervening pada pengguna produk scarlett dikalangan mahasiswa manajemen Bp 21 Upi Yptk Padang. Populasi dalam penelitian ini adalah seluruh mahasiswa manajemen Bp 21 Upi Yptk Padang yaitu sebanyak 529 orang. Metode yang digunakan adalah *Structur Equation Modeling (SEM)* dengan *Partikal Least Square (PLS)* 3.0. dengan menggunakan kusioner sebanyak 84 responden. Hasil analisis data menyimpulkan, (1) Terdapat pengaruh positif dan signifikan variabel *brand ambassador* terhadap kepercayaan konsumen. (2) Terdapat pengaruh positif dan signifikan variabel citra merek terhadap variabel kepercayaan konsumen. (3) Terdapat pengaruh positif dan signifikan variabel *brand ambassador* terhadap variabel minat beli. (4) Terdapat pengaruh positif dan signifikan variabel citra merek terhadap minat beli. (5) Terdapat pengaruh positif dan tidak signifikan variabel kepercayaan konsumen terhadap minat beli. (6) Terdapat pengaruh positif dan tidak signifikan variabel *brand ambassador* terhadap variabel minat beli melalui variabel kepercayaan konsumen sebagai variabel intervening. (7) Terdapat pengaruh positif dan tidak signifikan variabel citra merek terhadap variabel minat beli melalui kepercayaan konsumen sebagai variabel intervening.

Kata Kunci : *Brand Ambassador, Citra Merek, Minat Beli dan Kepercayaan Konsumen.*

ABSTRACT

This study aims to determine how much influence brand ambassadors and brand image have on purchasing interest with consumer trust as an intervening variable on scarlett product users among management students of Bp 21 Upi Yptk Padang. The population in this study were all management students of Bp 21 Upi Yptk Padang, totaling 529 people. The method used is Structur Equation Modeling (SEM) with Partikal Least Square (PLS) 3.0. using a questionnaire of 84 respondents. The results of the data analysis concluded that (1) there was a positive and significant influence of the brand ambassador variable on consumer trust. (2) There was a positive and significant influence of the brand image variable on the consumer trust variable. (3) There was a positive and significant influence of the brand ambassador variable on the purchasing interest variable. (4) There was a positive and significant influence of the brand image variable on purchasing interest. (5) There was a positive and insignificant influence of the consumer trust variable on purchasing interest. (6) There was a positive and insignificant influence of the brand ambassador variable on the purchasing interest variable through the consumer trust variable as an intervening variable. (7) There was a positive and insignificant influence of the brand image variable on the purchasing interest variable through consumer trust as an intervening variable.

Keywords: *Brand Ambassador, Brand Image, Purchase Interest and Consumer Trust.*