

ABSTRAK

PENGARUH *BRAND AMBASSADOR* NIKITA MIRZANI TERHADAP SIKAP DAN KEPUTUSAN PEMBELIAN (STUDI PADA FOLLOWERS INSTAGRAM BENING'S *CLINIC* METRO)

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Penelitian ini bertujuan menganalisis pengaruh brand ambassador Nikita Mirzani terhadap sikap dan keputusan pembelian pada followers Instagram Bening's Clinic Metro. Metode yang digunakan adalah pendekatan kuantitatif dengan penyebaran kuesioner kepada 98 responden berusia 20–40 tahun. Variabel independen meliputi popularitas, kredibilitas, bakat, dan daya tarik, dengan sikap sebagai variabel intervening dan keputusan pembelian sebagai variabel dependen. Analisis data menggunakan path analysis. Hasil penelitian menunjukkan bahwa brand ambassador berpengaruh signifikan terhadap sikap dan keputusan pembelian. Sikap juga berperan sebagai variabel intervening yang memperkuat hubungan tersebut. Temuan ini menegaskan pentingnya pemilihan brand ambassador dalam strategi pemasaran.

Kata kunci: Brand Ambassador, Sikap, Keputusan Pembelian

ABSTRACT

**THE INFLUENCE OF BRAND AMBASSADOR NIKITA MIRZANI ON
ATTITUDE AND PURCHASE DECISIONS
(A STUDY ON INSTAGRAM FOLLOWERS OF BENING'S CLINIC METRO)**

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This study aims to analyze the influence of brand ambassador Nikita Mirzani on attitudes and purchase decisions among Instagram followers of Bening's Clinic Metro. A quantitative approach was employed by distributing questionnaires to 98 respondents aged 20–40 years. The independent variables include popularity, credibility, talent, and attractiveness, with attitude as an intervening variable and purchase decision as the dependent variable. Data were analyzed using path analysis. The results indicate that the brand ambassador has a significant effect on attitudes and purchase decisions. Attitude also acts as an intervening variable that strengthens this relationship. These findings highlight the importance of selecting an appropriate brand ambassador in marketing strategies.

Keywords: *Brand Ambassador, Attitude, Purchase Decision*