

## ABSTRAK

**M. Wahyu Hidayat, NIM.720125001. Analisis Faktor-Faktor yang Mempengaruhi Brand Ambassador Blackpink dan Digital Marketing Terhadap Brand Image Shopee pada Mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan. Skripsi, Jurusan Manajemen Program Studi Bisnis Digital, Fakultas Ekonomi Universitas Negeri Medan, 2024.**

Penelitian ini bertujuan untuk mengetahui pengaruh brand ambassador Blackpink dan strategi digital marketing terhadap brand image Shopee pada mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan. Populasi dalam penelitian ini adalah Mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan berjumlah 340 Mahasiswa. Teknik sampling yang digunakan adalah purposive sampling dengan rumus slovin dengan *margin of error* sebesar 10% sehingga sampel yang digunakan berjumlah 78 orang.

Penelitian ini menggunakan jenis penelitian kuantitatif dengan menyebarkan kuesioner yang pengukurannya menggunakan skala likert dan diolah secara statistik menggunakan analisis regresi linear berganda dengan pengujian hipotesis, uji asumsi klasik, uji t, uji f, dan uji koefisien determinasi ( $R^2$ ), yang akan diuji menggunakan program aplikasi SPSS 24 for Windows.

Berdasarkan hasil uji t diperoleh bahwa variabel brand ambassador berpengaruh positif dan signifikan terhadap brand image. Digital marketing berpengaruh positif dan signifikan terhadap brand image. Berdasarkan hasil uji f, secara simultan brand ambassador dan digital marketing berpengaruh positif dan signifikan terhadap brand image. pada uji koefisien determinasi diperoleh nilai sebesar 0,348 sehingga dapat dikatakan bahwa 34,8% proporsi brand image dipengaruhi oleh brand ambassador dan digital marketing sedangkan sisanya 65,2% dipengaruhi oleh variabel lain yang tidak diteliti.

**Kata Kunci:** Brand Ambassador, Digital Marketing, Brand Image

## ABSTRACT

**M. Wahyu Hidayat, NIM.720125001. Analysis of Factors Affecting Blackpink Brand Ambassador and Digital Marketing on Shopee Brand Image for Students of Digital Business Study Program at Medan State University. Thesis, Department of Management Digital Business Study Program, Faculty of Economics, Medan State University, 2024.**

This study aims to determine the effect of Blackpink brand ambassadors and digital marketing strategies on Shopee's brand image on students of the Digital Business Study Program at Medan State University. The population in this study were 340 students of the Digital Business Study Program at Medan State University. The sampling technique used was purposive sampling with the slovin formula with a margin of error of 10% so that the sample used amounted to 78 people.

This study uses a type of quantitative research by distributing questionnaires whose measurements use a Likert scale and are statistically processed using multiple linear regression analysis with hypothesis testing, classical assumption test, t test, f test, and coefficient of determination (R<sup>2</sup>) test, which will be tested using the SPSS 24 for Windows application program.

Based on the results of the t test, it is found that the brand ambassador variable has a positive and significant effect on brand image. Digital marketing has a positive and significant effect on brand image. Based on the results of the f test, simultaneously brand ambassadors and digital marketing have a positive and significant effect on brand image. in the determination coefficient test, a value of 0.348 is obtained so that it can be said that 34.8% of the proportion of brand image is influenced by brand ambassadors and digital marketing while the remaining 65.2% is influenced by other variables not examined.

**Keywords:** Brand Ambassador, Digital Marketing, Brand Image

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