

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Event Sponsorship*, *Brand Ambassador*, *Brand Exposure* Dalam Mempertahan *Brand Image* (Studi Kasus Produk Kosmetik Wardah Pada Kalangan Universitas Malikussaleh)

Penelitian ini bertujuan untuk mengetahui pengaruh *event sponsorship* (X_1), *brand ambassador* (X_2) dan *brand exposure* (X_3) terhadap *brand image* (Y) produk Kosmetik Wardah pada Kalangan Mahasiswi Universitas Malikussaleh. Metode yang digunakan dalam pengambilan sampel yaitu *purposive sampling*, dengan jumlah responden 104 orang. Data primer dalam penelitian ini diambil dengan cara membagikan kuesioner. Teknik analisis data yang digunakan adalah metode analisis regresi linear berganda, uji asumsi klasik, uji instrumen data (validitas dan reliabilitas), uji determinasi (R^2), uji hipotesis (T) dengan menggunakan program SPSS 25. Hasil penelitian ini menunjukkan bahwa secara parsial, masing-masing variabel yaitu, *event sponsorship* berpengaruh positif dan signifikan terhadap *brand image*, *brand ambassador* tidak berpengaruh signifikan terhadap *brand image* dan *brand exposure* berpengaruh positif dan signifikan terhadap *brand image*.

Kata kunci: *Event Sponsorship*, *Brand Ambassador*, *Brand Exposure* dan *Brand Image*

ABSTRACT

Name : Nisa Humaira
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Title : *The Influence of Event Sponsorship, Brand Ambassador, and Brand Exposure in Maintaining Brand Image (Case Study of Wardah Cosmetics among Universitas Malikussaleh Students)*

This study aims to assess the influence of event sponsorship (X1), brand ambassadors (X2), and brand exposure (X3) on the brand image (Y) of Wardah products cosmetics among female students at Universitas Malikussaleh. The sampling method used was purposive sampling, with a total of 104 respondents. Primary data was collected through questionnaires. The data analysis techniques employed include multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), determination tests (R²), and hypothesis testing (T) using SPSS 25 software. The results indicate that, partially, event sponsorship has a positive and significant effect on brand image, brand ambassador does not have a significant effect on brand image, and brand exposure has a positive and significant effect on brand image.

Keywords: *Event Sponsorship , Brand Ambassador , Brand Exposure and Brand Image*