

**THE EFFECT OF BRAND AMBASSADORS AND ADVERTISING ON
PURCHASE INTENTION MEDIATED BY BRAND AWARENESS**

**(Survey of Prospective Scarlett Consumers in the Special Region of
Yogyakarta)**

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ABSTRACT

This study uses brand awareness as the mediating variable to demonstrate how EXO brand ambassador and advertising affect purchase intention. 100 participants took part in the study conducted in the special area of Yogyakarta. The method used was quantitative, with the sampling technique using non-probability sampling with purposive sampling method. Data analysis employed descriptive statistical techniques using modelling partial least square (SEM-PLS) analysis tools with the SMART PLS 4.0 program.

Keywords : *Brand Ambassador, Advertising, Brand Awareness, Purchase Intention*

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ABSTRAK

Penelitian ini menggunakan kesadaran merek sebagai variabel mediasi untuk menunjukkan bagaimana duta merek EXO dan iklan mempengaruhi niat beli. Sebanyak 100 partisipan ikut serta dalam penelitian yang dilakukan di Daerah Istimewa Yogyakarta. Metode yang digunakan adalah kuantitatif, dengan teknik pengambilan sampel menggunakan non-probability sampling dengan metode purposive sampling. Analisis data menggunakan teknik statistik deskriptif dengan alat analisis struktural equation modelling partial least square (SEM-PLS) menggunakan program SMART PLS 4.0.

Kata Kunci : Duta Merek, Iklan, Kesadaran Merek, Niat Pembelian