ABSTRAK

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PENGARUH *PERCEIVED INFLUENCE, BRAND ENGAGEMENT INSELF CONCEPT,* DAN *BRAND EXPECTED VALUE* TERHADAP *INTENTION TOPURCHASE RECOMMENDED BRANDS* MEREKSOMETHINC

(**xvii** + 166 halaman: 10 gambar; 33 tabel; 3 lampiran)

Penelitian yang dilakukan ini bertujuan untuk mengetahui dan juga memahami pengaruh *perceived influence, brand engagement in self concept,* dan *brand expected value* terhadap *intention to purchase recommended brands.* Pengaruh dari *influencer* ataupun *brand ambassador* merupakan salah satu faktor yangmenjadi daya tarik masyarakat bagi suatu *brand.* Dengan adanya *brandambassador* akan meningkatkan kesadaran masyarakat akan suatu *brand.* Pengumpulan data dilakukan peneliti dengan menggunakan kuesioner elektrok yakni *google form,* serta metode yang diterapkan adalah metode penelitian kuantitatif. Kuesioner disebarkan kepada masyarakat Indonesia khususnya yang mengetahui produk- produk kecantikan atau *skincare* seperti Somethinc dan mengetahui NCT Dream sebagai *brand ambassador*-nya. Data dari kuesioner ini diperoleh dari 455 responden, tetapi hanya 339 responden yang memenuhi kriteria yang telah ditentukan oleh peneliti, dan datanya dapat diolah. Peneliti menganalisa data yangdiperoleh dengan menggunakan *software* SmartPLS 3.3.7. Hasil dari penelitian ini membuktikan bahwa *perceived influence, brandengagement in self concept,* dan *brand expected value* berpengaruh secara positif terhadap *intention to purchase recommended brands.* Penelitian ini diharapkan dapat berkontribusi kepada penelitian yang sudah dilakukan sebelumnya, dan juga bermanfaat untuk masyarakat lain yang mungkin akan melakukan penelitian dengan model ataupun variabel yang sama.

Referensi: 98 (1975-2021)

Kata Kunci: *Brand ambassador*

ABSTRACT

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THE IMPACT OF PERCEIVED INFLUENCE, BRAND ENGAGEMENT IN SELF CONCEPT, **DAN** *BRAND EXPECTED VALUE ON INTENTION TO PURCHASE RECOMMENDED BRANDS ON SOMETHINC*

(**xvii** + 166 *pages*: 10 *pictures*; 33 *tables*; 3 *appendix*)

This research aims to determine and understand the effect of perceived influence, brand engagement in self concept, and brand expected value on the intention to purchase recommended brands. The influence of influencers or brand ambassadorsis one of the factors that attracts people to a brand. Having a brand ambassador will increase public awareness of a brand. Data was collected by researchers using an electronic questionnaire, Google Form, and the method applied was a quantitative research method. Questionnaires were distributed to the Indonesian people, especially those who know about beauty or skincare products such as Somethinc and know NCT Dream as its brand ambassador. Data from this questionnaire were obtained from 455 respondents, but only 339 respondents according to the criteria determined by the researcher, and the data could be processed. Researchers analyzed the data obtained using the SmartPLS 3.3.7. software. The results of this study prove that perceived influence, brand engagement in self concept, and brand expected value have a positive effect on intention to purchase recommended brands. This research is expected to be able to contribute to research that has been done previously, and also be useful for other people who may be conducting research with the same model or variable.

References **:** 98 (1975-2021)

Keywords **:** *Brand ambassador*