ABSTRAK

Dian Ekawaty A.Sangadji, 2021. Pengaruh *Brand Ambassador Non Celebrity* Terhadap Minat Beli Yang Dimediasi Oleh Promosi di Instagram Pada Tmdash.id Di Kota Ternate. Pembimbing I: Johan Fahri. Pembimbing II: Subhan.

Dibandingkan dengan media sosial lainnya, instagram lebih maksimal fiturnya untuk komunikasi melalui gambar atau foto. Gaya - gaya promosi dengan instagram pun sangat unik dan variatif. Penelitian ini bertujuan adalah: (1). Untuk mengetahui *brand ambassador non celebrity* berpengaruh terhadap promosi pada tmdash.id Terhate; (2). Untuk mengetahui *brand ambassador non celebrity* berpengaruh terhadap minat beli pada tmdash. id Ternate; (3). Untuk mengetahui promosi berpengaruh terhadap minat beli pada tmdash.id Ternate; (4). Untuk mengetahui apakah promosi mampu memediasi variabel *brand ambassador non celebrity* dan minat beli. Metode penarikan sampel yang dilakukan dalam penelitian ini dengan teknik *non probability sampling* yaitu dengan metode *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 100. Analisi regersi yang digunakan adalah regresi linier berganda dengan menggunakan SPSS.

Hasil penelitian ini menunjukan bahwa: (1). *Brand ambassador non celebrity* berpengaruh terhadap minat beli. (2). *Brand ambassador non celebrity* berpengaruh terhadap promosi. (3). Promosi berpengaruh terhadap minat beli. (4). Promosi mampu memediasi hubungan antara *brand ambassador non celebrity* terhadap minat beli.

Kata Kunci: *Brand Ambassador Non Celebrity,* Minat Beli, Instagram dan Tmdash.id

ABSTRACK

Dian Ekawaty A. Sangadji, 2021. The Influence of Non-Celebrity Brand Ambassadors on Purchase Interest Mediated by Promotions on Instagram at Tmdash.id in Ternate City. Supervisor I: Johan Fahri. Supervisor II: Subhan.

Compared to other social media, Instagram has more maximal features for communication via pictures or photos. Promotional styles with Instagram are also very unique and varied. This study aims to: (1). To find out which non celebrity brand ambassadors have an effect on promotions on tmdash.id Tersate; (2). To find out which non celebrity brand ambassadors have an effect on buying interest in tmdash. en Ternate; (3). To find out which promotions affect buying interest in tmdash.id Ternate; (4). To find out whether promotion is able to mediate the variable non celebrity brand ambassador and purchase interest. The sampling method used in this study was a non-probability sampling technique, namely the purposive sampling method. The number of samples in this study was 100. The regression analysis used was multiple linear regression using SPSS.

The results of this study indicate that: (1). Non celebrity brand ambassadors have an effect on purchase interest. (2). Non celebrity brand ambassadors have an effect on promotion. (3). Promotion has an effect on buying interest. (4). Promotion is able to mediate the relationship between non celebrity brand ambassadors and purchase interest.

Keywords: Non Celebrity Brand Ambassador, Purchase Interest, Promotion