



**THE INFLUENCES OF BRAND AMBASSADOR,
BRAND AWARENESS, BRAND IMAGE MEDIATED
BY BRAND LOYALTY ON NUSHI-NUSHI
REPURCHASE INTENTION**

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CHAPTER I

INTRODUCTION

Background of The Problem

A product is regarded as a fundamental component of the theory and practice of marketing in the modern market. According to this perspective, a product's capacity to draw in and hold on to consumers, mould their perceptions, and boost sales is extremely important. A product's brand determines its capacity to differentiate itself from the competitors, boost its attractiveness, and foster customer loyalty. Seturi (2017) asserts that companies can use effective branding to provide their products a unique personality that increases its memorability and attractiveness. Companies can use marketing techniques including packaging, promotions, and advertising to create their brand and get consumers' attention. By building a strong brand image that attracts to the target market, this method helps to increase the firm's awareness and market share. According to Pradiya & Purwanto's (2024) research, brand awareness pertains to the ease with which a consumer can think of and recall a certain brand while contemplating a particular category of product.

Figure 1.1 Top Brand Index

Based on the data illustrated in figure 1.1 the brand comparison index for tissue products is a method for evaluating and comparing the strength or performance of various brands on the market. It usually measures perceived quality, brand value, customer loyalty, and brand awareness. Using the two types of information, the brand comparison index helps organisations identify areas that require improvement, assess their brand's position against competitors, and launch more effective marketing efforts.

Figure 1.2 Statista Tissue & Hygiene Paper Indonesia

ABSTRACT

Purpose - This research aims to examine the impact of brand ambassador, brand awareness, brand image mediated by brand loyalty on Nushi-nushi repurchase intention user in Greater Jakarta.

Design/Method - Data was collected through a survey of 98 people who used Nushi-nushi products at the RNI company, including its subsidiaries and the community around Greater Jakarta. SmartPLS for structural equation modeling (SEM) is used for rigorous data analysis and model validation, providing insight into the dynamics between.

Findings - Hypothesis in this study 1 was rejected and 3 were accepted, means brand ambassador has no significant impact on brand loyalty. Brand awareness has a significant impact on brand loyalty. Brand image has significant impact on brand loyalty, while brand loyalty has a significant impact on repurchase intention.

Practical Implication - The lack of impact from brand ambassadors warrants further investigation to develop more effective strategies in their use. The findings also highlight the need for theoretical models to prioritize strategies that enhance brand awareness through targeted marketing, given its major influence on brand loyalty. Additionally, understanding and cultivating a positive brand image is essential, as it substantially impacts brand loyalty. Finally, the strong correlation between brand loyalty and repurchase intention underscores the importance of considering brand loyalty as a critical predictor of consumer behavior in future research and strategic planning.

Keywords -Brand Ambassador, Brand Awareness, Brand Image, Brand Loyalty, Repurchase Intention, Greater Jakarta, Nushi-nushi,

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