

*The Impact of Advertising Campaign, Brand Ambassador, and Brand Awareness on  
Consumer Purchase Intention in Victoria's Secret Produk*

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*Abstract*

This research is a quantitative study aimed at knowing the effect of advertising campaigns, brand ambassadors, and brand awareness on consumer purchase intention in Victoria's Secret products. The population in this research is women who live in DKI Jakarta. The sampling technique used is a non-probability sampling technique with purposive sampling. The data was obtained by distributing questionnaires to 105 respondents. The analytical tools used are descriptive statistics and multiple linear regression analysis which are processed using SPSS version 27. The results show that advertising campaigns have no effect on buying interest in Victoria's Secret products. Brand ambassadors have an effect on buying interest in Victoria's Secret products. Brand awareness has a partial effect on buying interest in Victoria's Secret products.

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

# **Pengaruh *Advertising Campaign*, *Brand Ambassador*, dan *Brand Awareness* Terhadap Minat Beli Pada Produk Victoria's Secret**

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## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif bertujuan untuk mengetahui pengaruh *advertising campaign*, *brand ambassador*, dan *brand awareness* terhadap minat beli konsumen pada produk Victoria's Secret. Populasi pada penelitian ini yaitu Wanita yang berdomisili di DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah teknik *nonprobability sampling* dengan jenis *purposive sampling*. Data diperoleh melalui penyebaran kuesioner kepada 105 responden. Alat analisis yang digunakan adalah statistik deskriptif dan analisis regresi linier berganda yang diolah menggunakan SPSS versi 27. Hasil penelitian menunjukkan bahwa *advertising campaign* tidak berpengaruh terhadap minat beli pada produk Victoria's Secret. *Brand ambassador* berpengaruh terhadap minat beli pada produk Victoria's Secret. *Brand awareness* berpengaruh secara parsial terhadap minat beli pada produk Victoria's Secret.

Kata Kunci: *Advertising Campaign*, *Brand Ambassador*, *Brand Awareness*, Minat Beli