ABSTRACT

Fashion trends in Indonesia first appeared in 1950 which mostly still influenced by foreign countries. In 1990 the trend began to rise that also encourages the Muslim fashion trends in Indonesia. Nowadays, Bandung is considered as the most rapidly growing fashion city in Indonesia also for the Muslim fashion trends. ZOYA is one of Indonesia's most featured Muslim fashion brands at the moment. In 2015, ZOYA won the "Top Brand Award" for the best scarf category based on one of the indicators of the customer's purchase decision when at the same time Laudya Cynthia Bella become ZOYA's brand ambassador which accordingly, the researcher is interested in conducting research. This study aims to determine how much is the influence of Laudya Cynthia Bella as ZOYA's brand ambassador on its product purchase decisions.

This study is using a quantitative method with descriptive and causal analysis. The population of this research is ZOYA's customer in several outlets including ZOYA Bandung Indah Plaza, ZOYA Festival Citylink, and ZOYA Pasar Baru who had already purchase ZOYA's product with total sample of 100 customers using purposive sampling technique. The analysis technique used in this study is simple linear regression tested by classical assumption of normality test, heterocedasticity, t-test and also the coefficient of determination using SPSS version 21.

The result shows that the attribute of Laudya Cynthia Bella as a brand ambassador namely visibility, credibility, attraction and power have a significance number of influence towards ZOYA's products of 17,5% and the rest are affected by another variables that not studied in this research.

Keywords: Brand Ambassador, Marketing, Purchasing Decision.