

## **ABSTRAK**

This research aims to understand how big the influence of the brand ambassador of the decision of the purchase of wardah cosmetics. The research is descriptive quantitative research .The population research this is a students Telkom University. The number of samples from 96 respondents, while sample technique using non-probability of sampling .This research data in the form of primary sourced from a questionnaire that has been tested and realibilitasnya validity while analyzing of put it through statistical analysis descriptive , regression and simple .The result obtained was that brand ambassador received a value of the percentage of 78,55 % and figures are located in the category of high .While for the purchase of decision given a value of the percentage of as much as 79 % and figures are located in the category of high .The brand ambassador having significant influence of the decision of the purchase of as much as wardah cosmetics 7.8 % and the rest as much as 92,2 % influenced by factors other does not

**Kata Kunci:** *Brand Ambassador, and Purchase Decision*