

ABSTRACT

As one of the favorite local fashion brands for Indonesian consumers, Erigo is a local brand that prioritizes the quality and design of its products that are suitable for both daily activities and traveling. Arief Muhammad is one of the famous influencers who was also appointed as Erigo's Brand Ambassador to attract consumers or Arief Muhammad's followers so that Erigo products sell well among young people with their local brands. This study aims to determine the Effect of Brand Ambassador Arief Muhammad on Purchase Decisions Among Erigo Followers.

The population of this study amounted to 100 respondents. The independent variable of this research is Brand Ambassador and the dependent variable is Purchase Decision. This research method uses descriptive and causal research with a quantitative approach. The sampling technique used in this research is purposive sampling. The inferential analysis method used in this research is Simple Regression Analysis.

Based on the conclusion that there is a positive and significant influence between the Brand Ambassador variables on purchasing decisions, and the Brand Ambassadors and Purchase Decision variables contribute to the influence of 83.1%.

Keywords: *Brand Ambassador, Purchase Decision, Followers*