ABSTRACT

Brand Ambassador is a person or figure who influenced the company as a spokesperson to convey the message of the product so that it can attract the attention of the public. A brand ambassador must have 4 characteristics, namely visibility, credibility, attraction and power. With the existence of a brand ambassador, it can spur increased purchases from a company. The purpose of this study was to determine whether there was an influence of the brand ambassador Raffi Ahmad on the decision to buy products at Alfamart and to find out how much influenced the brand ambassador Raffi Ahmad had on the decision to buy products at Alfamart. The target of what will be achieved in this study is to determine the effect of brand ambassador on purchasing a product. The method used in this study is a quantitative method with a descriptive approach and simple regression analysis techniques. The results of this study indicate that the value of the brand ambassador got a total score of 27,668 with a total percentage of 73.78% whichmeans that it is included in the agree category. The coefficient results from the brandambassador Raffi Ahmad have an influence of 47%, the rest is influenced by variablesnot examined in this study.

Keywords: Brand Ambassador, Purchase Decision, Brand