

## **ABSTRACT**

*Consumer purchasing decisions become one of the important factors for the survival of the company because purchasing decisions are determinants in the number of products sold in a company. YellowFit Kitchen is still relatively new compared to its competitors, but sales turnover in the last three years has reached IDR 250 billion in 2022. In terms of popularity on social media through the number of followers on the Instagram account, YellowFit Kitchen has higher popularity than its competitors. Therefore it can be a reference for Yellow Fit Kitchen to be able to improve its performance to become a top brand in the number one catering diet category according to goodstats.id. The purpose of this study is to determine how much influence Brand Ambassadors and Brand Image have on purchasing decisions on the YellowFit Kitchen Catering diet.*

*The method used in this research is a quantitative method with a descriptive research type. The population used in this study is consumers who have purchased YellowFit products and know Clarissa Putri as a Yellowfit Brand Ambassador with a sample size of 100 respondents. Sampling was used in this study, namely, the purposive sampling method.*

*Based on the results of the study using descriptive analysis with the help of SPSS for windows software, it shows that the Brand Ambassador and Brand Image variables are included in the good category with a significant simultaneous and partial influence on the Purchase Decision of YellowFit Kitchen Catering diet products. This shows that the results of the coefficient value of the determinant of the influence of the independent variables namely Brand Ambassador and Brand Image on the dependent variable namely Purchase Decision is 54.5% while the remaining 45.5% is influenced by other factors not examined in this study.*

**Keywords:** *Brand Ambassador, Brand Image, Purchase Decision.*