

ABSTRACT

Purchasing intention is an urge that arises within consumer towards a product as the impact of observation process and consumer learning on a product. There are several alternatives to improve consumer's purchasing intention, one of them is by using brand ambassador and brand image. This study aims to analyze the role of brand image as mediator variable of the effect of brand ambassador ITZY towards purchasing intention of Ultra Milk. This study used descriptive quantitative method. The result using SmartPLS 4 showed that brand ambassador gave a direct significant effect towards brand image, brand ambassador directly gave insignificant effect towards purchasing intention and brand image as mediator variable of brand ambassador ITZY gave a significant effect towards purchasing intention. The descriptive analysis results in this study are that brand ambassador variable got 86,2% percentage in good category, brand image variable got 86,2% in very good category, the purchase intention variable is 72,6% which is included in the good category

Keywords: *Brand Ambassador, Brand Image, Purchase Intention*