

ABSTRACT

It is known that 3Second is now one of the local Indonesian brands that has gone international because it participated in Paris Fashion Week 2022. This factor resulted in an increase in purchases of local fashion products. The purpose of this study is to determine the influence of brand image and brand ambassador on the purchase decision process of 3Second products.

Data collection in this study through the distribution of questionnaires and using quantitative data analysis. Sampling is carried out by non-probability purposive sampling method. The sample used in this study was 153 respondents. The analytical method used in this study is a multiple regression analysis test and the analysis tool used is IBM SPSS 26.

Based on simultaneous and partial hypothesis tests that have been carried out, it is known that brand image, and brand ambassador have a significant effect both simultaneously and partially on the purchase decision process by 65,4%. The remaining 34,6% was influenced by other variables that were not studied and discussed in this study. The conclusion of this research, the influence of brand image and brand ambassador on the purchase decision process has been included in the good category, but there are several things that need to be improved by companies such as building good relationships with consumers, maintaining product quality, increasing the credibility of brand ambassador, and optimizing the use of company brand ambassadors.

Keywords: Brand Image, Brand Ambassador, Purchase Decision Process, 3Second