

ABSTRACT

Over time, people are now increasingly concerned with the appearance of body and facial skin, starting from wearing makeup, bodycare, skincare, haircare and lipcare, which has led to an increase in cosmetic income in Indonesia. Products originating from Korea are much loved by the public due to the spread of the Korean wave that occurred in Indonesia. Many cosmetic companies use brand ambassadors to increase their sales. Not only that, brand personality as a reflection of corporate image can help brands to have an identity that is consistent and easy to remember by consumers so that the selection of brand ambassadors and brand personality within the company is important in influencing consumer purchasing decisions.

This study aims to determine whether there is influence of brand ambassadors, brand personality and the Korean wave on purchasing decisions of Nature Republic and how influential these three variables are on purchasing decisions of Nature Republic products.

This study uses a quantitative method by distributing questionnaires online. The population of this study were people who had used Nature Republic products. The sample in this study was 100 respondents and the data was processed using SPSS 25 software with multiple linear regression analysis techniques.

The results in this study indicate that brand ambassadors, brand personality and the Korean wave have a significant simultaneous effect on the purchasing decision. Partially, brand ambassadors did not have a positive and significant effect on purchasing decisions for Nature Republic products, brand personality had a positive and significant effect on purchasing decisions for Nature Republic products, the Korean wave had a positive and significant effect on purchasing decisions for Nature Republic products.

Keywords: *Brand Ambassador, Brand Personality, Korean Wave, Purchase Decision, Nature Republic*