

ABSTRACT

In the era of free trade and globalization, local companies are starting to compete with new local skincare brands that compete with relatively the same products. Companies are required to innovate and differentiate their products with other companies' products. One strategy that can be applied to be able to attract the attention of consumers is by promoting products to the public by using brand ambassadors. The purpose of this research is to find out how brand ambassadors influence the intention to buy Avoskin products in the city of Bandung.

This study uses a quantitative method with a descriptive research type. The sampling technique used non-probability sampling method, namely the purposive sampling method of 150 respondents. Data analysis techniques in this study used descriptive analysis techniques, simple linear regression and partial test (t test).

The results of the descriptive analysis research show that brand ambassadors are included in the very good category and purchase intention is included in the very good category. Based on the results of the partial hypothesis test (t test) shows that brand ambassadors have a significant effect on buying interest in Avoskin products in the city of Bandung.

Keywords: *Brand Ambassador, Purchase Intention, Marketing*