

## ABSTRACT

*Something is currently one of the most popular brands in Indonesia. Something has issued various kinds of products every month with high quality and has a halal certificate. Just like any other business, Something wants to experience an increase in sales of its products, but in fact, in recent months it has actually decreased. The purpose of this study was to determine the influence of Syahrini as a brand ambassador on the intention to buy the Diamond Phyto Stem Cell Serum Something product through attitudes to advertising as an intervening variable.*

*This research is a quantitative research with a descriptive research type. The population in this study are Telkom University students who know the Something brand. The sampling method in this study used non-probability sampling with a purposive sampling technique with a total sample of 100 respondents. Data analysis was performed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) model through SmartPLS 4.0 software.*

*The results in this study show that the brand ambassador variable with a value of 87.36% is in the very good category, the purchase intention variable with a value of 86.21% is in the very good category and the attitude variable in advertisements with a value of 89.37% is in the very good category, then brand ambassadors have a significant effect on purchase intention, brand ambassadors have a significant effect on attitudes towards advertising, attitudes towards advertisements have a significant effect on purchase intentions and attitudes towards advertisements have a significant effect on mediating the influence of brand ambassadors on purchase intention.*

*Keywords: Brand Ambassador, Purchase Intention, Attitude Towards The Advertisement.*