

ABSTRACT

The level of snack consumption in Indonesia shows an increasing graph from 2020-2022, besides that the growth rate of the snack industry in Indonesia also shows a positive trend until 2026. One of the snack brands in Indonesia is Oreo. Data shows that Oreo is in fourth position as one of the favourite wafer / biscuit brands chosen by the Indonesian people during Eid al-Fitr 2023.

This study aims to see how much influence Brand Ambassador consisting of variables Visibility, Credibility, Attraction, and Power owned by Iqbaal Ramadhan in creating Purchasing Decisions on Oreo products in collaboration with Iqbaal Ramadhan later.

This study uses quantitative techniques with descriptive and causal research objectives. The data collection technique was carried out by distributing questionnaires to 400 respondents from sepulu big cities in Indonesia based on the population and formulated using the Slovin Technique. The data was analysed using multiple linear regression techniques. Data processing was carried out using the SPSS 25.0 Windows Version application.

The results of this study indicate that Visibility, Credibility, Attraction, and Power have a positive and significant effect on purchasing decisions on Oreo products in collaboration with Iqbaal Ramadhan simultaneously.

The advice that the author gives is that the characteristics of Credibility, Attraction, and Power possessed by Iqbaal Ramadhan in advertising food products need to be maintained and improved so that Purchasing Decisions on Oreo products in collaboration with Iqbaal Ramadhan can also increase and Oreo's position in the ranking of wafers or biscuits of choice for the Indonesian people during Eid 2024.

Keywords: *Brand Ambassador, Visibility, Credibility, Attraction, Power, Purchase Decision*