

## ABSTRACT

The purchase decision process is a crucial factor for companies. This is because the purchase decision process determines the quantity of products sold by the company. Whitelab is a skincare product that was newly established in 2020; however, its sales turnover over the past three years has reached IDR 29.6 billion, with a total product sale of 375,000 in the first half of 2022. In terms of popularity on the Instagram social media platform, Whitelab still lags far behind its competitors. Therefore, this serves as a consideration for Whitelab to enhance its performance to remain a top brand in the favorite skincare category according to [compas.co.id](https://compas.co.id). The aim of this research is to determine the extent of the influence of Sehun from EXO as a brand ambassador and the brand image on the purchase decision process of Whitelab products. The research method employed is a quantitative approach with a descriptive and verificative research design. The study population consists of consumers who have purchased Whitelab products and are aware of Sehun from EXO as a brand ambassador, with a sample size of 400 respondents. The sampling technique used is purposive sampling. The analysis methods employed in this research include Spearman's rank correlation coefficient analysis and the coefficient of determination with a 5% significance level. This research utilizes SPSS software version 27. The research findings indicate that both the brand ambassador and brand image have a significant influence, both individually and collectively, on the purchase decision process of Whitelab products. The brand ambassador variable has a significant effect on the purchase decision process, and the brand image variable also significantly impacts the purchase decision process for Whitelab products.

Keywords: *Brand ambassador*, Purchase decision process, *Brand image*