

ABSTRACT

The rapid development of the internet and information technology has been a driving force behind the rapid growth and advancement of the business world in Indonesia. One of the current fashion trends that is highly popular among modern society is sweetwear fashion. Erigo is a local brand that creates streetwear products that are widely loved by young people. In 2021, Erigo made an appearance at New York Fashion Week (NYFW), showcasing the latest collection from Erigo X, which includes shirts, t-shirts, pants, and outerwear specially created for the New York Fashion Week runway. The products featured timeless, youthful colors that are expected to evolve into a collection that influences global fashion trends (Kumparan.com, 2022). Purchase decisions are actions taken by consumers when buying a product. External factors that can influence purchase decisions include the role of brand ambassadors who serve as icons for a product. The use of brand ambassadors for a product, based on the popularity of well-known individuals, is believed to have an influence on consumer purchasing behavior. The objective of this research is to determine the impact of brand ambassadors on the purchase decisions for the Erigo brand. The population for this study is unknown, and the sample consists of 100 respondents. This research employs a quantitative method that underwent a series of tests, including validity tests, reliability tests, simple linear regression, classic assumption tests, and hypothesis tests, which are divided into the T-test and coefficient of determination test, with a result of 47.33%. This indicates that the influence of the independent variable, brand ambassadors, on the dependent variable, purchase decisions, is 47.33%, while the remaining 52.67% is determined or explained by other variables not included in the analysis and research, such as product quality, price, consumer behavior, and others.

Keywords: *Brand ambassador, Purchasing decisions, Marketing, Erigo.*