

ABSTRACT

The rapid development of the technology industry has resulted in many changes in people's behavior and mindset, namely relying on digital technology to carry out activities, one of which is shopping on online platforms. To influence purchasing decisions in making transactions, Lazada Indonesia appointed Maudy Ayunda as their Brand Ambassador. Lazada displays advertising promotions about Lazbeauty which provides beauty and other skin care products. This research aims to explore the influence of the Brand Ambassador variable (X) on the purchasing decision variable (Y). The number of respondents used in this research was 100 and the data was processed using quantitative methods with descriptive analysis techniques. The results obtained from this research show that the correlation coefficient between the Brand Ambassador variable (X) and the purchasing decision variable (Y) is 0.497, including the medium relationship criteria. Positively, Brand Ambassador Maudy Ayunda has an influence on purchasing decisions for beauty products at Lazbeauty by 24.7%.

Keywords: *brand ambassador, Lazbeauty, purchase decision*