

ABSTRACT

The growth of the beauty industry globally has influenced the development of the beauty industry in Indonesia. In recent years, many local Indonesian brands have utilized K-pop artists as brand ambassadors to market their products. The selection of K-pop artists as brand ambassadors raises various opinions regarding purchasing decisions and brand image. This study aims to determine how much influence brand ambassadors have on purchase decisions and brand image as intervening.

This research uses descriptive and quantitative approaches with data collection techniques through distributing questionnaires online through social media obtained as many as 400 respondents. The sampling technique used nonprobability sampling. Data processing in this study uses SMARTPLS software version 3.2.9.

The results of this study indicate that brand ambassadors have a positive and significant effect on brand image and purchase decision, brand image has a positive and significant effect on purchase decision, and brand ambassadors have a positive and significant effect on purchase decision mediated through brand image..

Keywords: *Brand ambassadors, Purchase Decision, Brand Image*