

ABSTRACT

Athena is a local beauty clinic owned by a dermatologist, Dr. Richard Lee, MARS, Ph.D., Dipl.AAAM. He is also active on social media, particularly YouTube, with content that educates about beauty and skincare products. Consequently, he established a beauty clinic with high standards. This research aims to analyze the influence of Brand Image and Brand Ambassador on the decision to use Athena beauty clinic services. The case study in this research focuses on Athena beauty clinic service users throughout Indonesia. The research method employed in this study is quantitative, with the sampling technique utilizing purposive sampling. The sample size for this research is 400 individuals. The results of this study indicate that Brand Image and Brand Ambassador have both partial and simultaneous effects on purchasing decisions.