

## **ABSTRACT**

*In the last few years, the increasing popularity of futsal and football in Indonesia has had an impact on the growth of the national sports industry, especially with the increasing demand for local sports products such as Ortuseight. Brand ambassadors can support in promoting and introducing products through creative content through their social media accounts. Social media marketing is an important point that consumers pay attention to in making purchasing decisions. This study aims to determine the effect of brand ambassador Beckham Putra and social media marketing on purchasing decisions through brand image as a mediating variable on the Ortuseight product.*

*The method in this study is quantitative descriptive, using purposive sampling and non-probability sampling techniques. Data were collected through distributing questionnaires to 100 respondents with the criteria of respondents who were Ortuseight product users in Bandung City. The results of the descriptive analysis in this study showed that all variables in this study had good percentage results.*

*. The results of the hypothesis testing in this study brand ambassadors, social media marketing, and brand image have a positive and significant partial effect on purchasing decisions. Brand image mediates brand ambassadors and social media marketing on purchasing decisions.*

**Keywords:** *Brand Ambassador, Social Media Marketing, Brand Image and Purchasing Decision*