

## **ABSTRACT**

*The advancement of advertising requires that every brand create advertising appeal by showing the advantages it has to attract consumers. A kind of advertising appeal is brand ambassador. The purpose of this research is to determine how the brand ambassador of Wardah cosmetics effect the purchasing decision in Bandung. The type of this research is quantitative research. Population in this research are women aged 15-44 years old who live in Bandung and using 100 respondents as the sample. The data used in this study are primary data which obtained from interviews and questionnaires, and secondary data which obtained from previous studies, books, journals, and Internet. Descriptive analysis technique and simple linear regression are used as the data analysis techniques. Based on the t-test examination, the result shows that t count (4,828) > t table (1,984), so H0 is rejected and H1 is accepted. Based on the coefficient of determination, the influence of Dewi Sandra as Wardah Cosmetic's brand ambassador to the purchasing decision in Bandung is 18.4%, while the remaining 81.6% is influenced by other variables which not included in this research.*

*Keywords: Brand Ambassador, and Purchasing Decision*