

ABSTRACT

The development of smartphone communication technology is increasingly rapid, including the development of smartphone communication technology in Indonesia. The smartphone manufacturers continue to provide innovations that suit the needs and desires of consumers. One of the smartphone manufacturers in Indonesia is OPPO. OPPO needs a promotional strategy to improve the image of the company and attract consumer buying interest. The promotional strategy used by OPPO is to use Brand Ambassadors in their advertisements.

This study aims to examine whether there is an influence from Brand Ambassador on Brand Image and its impact on Purchasing Decisions. This research was conducted on users of OPPO smartphone products in Indonesia.

This study uses a quantitative method with data collection techniques by collecting distributed questionnaires. In addition, this study has a total sample of 385 respondents using non probability sampling method with the type of accidental sampling. In this study using a Likert scale. This study uses 26 questionnaire questions for 3 variables. Data processing is done using SPSS.

Based on the evaluation of influences between variables, obtained Brand Ambassadors have a significant effect on Brand Image, Brand Ambassadors have a significant effect on purchasing decisions, Brand Image has a significant effect on Purchasing Decisions.

Based on the results of the study, OPPO should improve consumer purchasing decisions by making more variety of events in attracting consumers who will display the OPPO smartphone Brand Ambassador, such as creating a variety of additional events in addition to events that have been made by OPPO for example meet and greet with Brand Ambassadors who implement Participants in the event can ask directly to the Brand Ambassador about OPPO smartphone products and tournament games that feature Brand Ambassadors as guest stars who apply participants who are present at the event can use the OPPO products provided to play and offer fun matches with Brand Ambassadors, who choose participants who attended randomly to play with Brand Ambassadors..

Keywords: Brand Ambassador, Brand Image, Purchase Decision, smartphone, OPPO