

ABSTRACT

The development and competition in all industrial fields is increasing from year to year, this problem requires a business or company to be more creative and innovative in running all forms of business activities. The Ministry of Industry increased growth in the food and beverage industry. Based on data from the Central Statistics Agency (BPS), in the second quarter of 2020, the food and beverage industry grew by 0.22 percent on an annual basis. One of the problems in business is about marketing. Marketing at this time requires a company to be able to communicate and convey its products well to consumers, one of which is by using a Brand Ambassador as a promotional tool for a product. One of the packaged beverage products that uses promotional tools with Brand Ambassador is Ultra Teh Kotak, Teh Kotak using Rizky Febian as the Brand Ambassador as a celebrity who promotes its products. This research was conducted to determine the effect of brand ambassadors on brand image and purchasing decisions for tea boxes in Bandung. The purpose of this study was to examine brand ambassadors for brand image, brand ambassadors for purchasing decisions and brand image for purchasing decisions on tea boxes consumers.

This study uses a quantitative method of causal descriptive research. The sampling technique used a non-probability sampling technique with a purposive sampling type with a total of 400 respondents. The population in this study were the tea box consumers in Bandung. The data analysis technique used descriptive and causal analysis using SMART PLS 3.0.

Results of the SMART PLS 3.0 analysis. In this study, Brand ambassadors have a positive and significant influence on Brand image, Brand ambassadors have a positive and significant influence on purchasing decisions, and Brand image has a positive and significant influence on Purchasing Decisions.

Keywords : *Brand Ambassador, Brand Image and Purchase Decision*