

ABSTRACT

Along with the intense competition in the business world, Wardah is cosmetic companies often implement marketing strategies by presenting celebrities as brand ambassadors who can influence someone. This is one of the ways that marketers use to attract a brand. the purpose of this study was to determine the effect of brand ambassador on purchase intention through brand identity. The research method used is descriptive and causal quantitative methods, analytical techniques using path analysis and Sobel test. The sample used in this study were 100 respondents who had criteria that had interest in buying and knew Dinda Hawa as Wardah's brand ambassador. The result showed the brand ambassador variable had a significant effect on brand identity, the brand identity variable had a significant effect on purchase intention, the brand ambassador variable partially had a significant effect on purchase intention, and the brand ambassador variable had a significant effect on purchase intention through brand identity.

Keywords: *Brand ambassador, Brand identity, Purchase intention*