

## **ABSTRACT**

*There are many ways to promote a product and thus the product can be known by the public and influence purchasing decision. Nature Republic as one of the Korean beauty brands that uses brand ambassadors and advertising appeal to influence the purchasing decision. This research aimed to analyze the effect of NCT 127 as brand ambassador and the attractiveness of advertisements to the decision purchase on Nature Republic products. The research method using quantitative approach with the non-probability sampling. Collecting data with purposive sampling technique of 385 respondents in Jakarta with criteria female who has made a purchase for Nature Republic products and has seen NCT 127 advertisement by Nature Republic. The results showed that brand ambassador and advertising appeal has significant influence on purchasing decisions for Nature Republic products in partially and simultaneously. The value of the coefficient of determination is 0.491, therefore there is an influence of the variabel X1 and X2 on the purchasing decision as the variabel Y, the value is 49.2% and the remaining 50.8% was influenced by the other factors.*

**Keyword:** *Brand Ambassador, Advertising Appeal, Purchase Decision.*