

ABSTRACT

Since Indonesia entered the industrial era 4.0, various types of information spread quickly due to acculturated culture, especially when it comes to dressing or better known as fashion trends. Fashion trends in Indonesia are now increasing along with the times so that competition in the fashion world began to emerge. Fashion brands in Indonesia began to think of various ways to promote their products so as not to lose competitiveness, one of which is by using the brand ambassador method. This study aims to determine the effect of brand image, brand ambassador to purchasing decisions at the Erigo company.

This research is a quantitative study with a survey method conducted on people who know Erigo products. The sampling technique was carried out by non-probability sampling technique with purposive sampling method and obtained 400 respondents. Data analysis was carried out by descriptive quantitative and multiple linear regression analysis.

Referring to the results of the descriptive analysis, the overall brand image variable is 84.45% and is included in the very good category. Brand ambassador variable of 81.73% is included in the good category and Purchase Decision of 84.81% is included in the very good category. The results of multiple linear regression analysis on the influence of brand image and brand ambassadors on purchasing decisions simultaneously is 77.4% while the remaining 22.56% is influenced by other variables not examined in this study. Through the results of this study, it is hoped that it can make a reference for companies to increase the number of sales through brand image and brand ambassadors.

Keyword: brand image, brand ambassador, and purchasing decisions