

## **ABSTRACT**

*Based on the majority of the public's cosmetic shopping behavior on e-commerce platforms, it can be concluded that 66% of consumers purchase cosmetics through e-commerce commerce (Reza, 2022), with Wardah being one of the cosmetic brands selling products on e-commerce platforms. Wardah has partnered with Yasmin Napper to support the marketing of their products. This research aims to determine the extent of Yasmin Napper's influence as a brand ambassador on the brand image of Wardah cosmetics among Gen Z cosmetic users in Bandung. The indicators tested in this study include Yasmin Napper as a brand ambassador, with sub-variables such as visibility credibility, attraction, and power (Raihanah et al., 2021). Additionally, the brand image of Wardah cosmetics includes several sub-variables such as strength, uniqueness, and favorability (Raihanah et al., 2021). This study adopts a quantitative approach using a survey method, with the Gen Z population as the focus. The research technique utilizes non probability and employs non purposive sampling, resulting in 385 respondents through questionnaire distribution. The findings of this study indicate a significant influence of Yasmin Napper as a brand ambassador on the brand image of Wardah cosmetics. Based on the results of simple linear regression, it is evident that the brand ambassador has a positive impact on the brand image, where each increase in the brand ambassador variable influences the brand image by 0.230. Furthermore, the coefficient of determination is 11.7%, indicating that the remaining percentage is influenced by other factors.*

**Keywords:** Brand Ambassador, Brand Image, Gen Z.