

ABSTRACT

Skincare products are currently seen as one of the main needs that must be met. Not only makes the appearance attractive, but the most important thing is to create healthy skin. In Indonesia there are various kinds of diverse beauty products, at this time beauty products have developed in such a way as to keep up with the times.

This type of research uses a quantitative approach with a descriptive research type, in this study the sampling used in this study is non-probability with purposive sampling technique. Based on calculations using the Bernoulli formula, a minimum sample size of 96 respondents is obtained, which is then rounded up to 100 respondents.

The results of hypothesis testing show that partially brand ambassadors and product quality have a significant effect on purchasing decisions, this is because the t_{count} results for each variable $>$ table 1,984 and significance (pvalue) <0.05 , as well as the simultaneous results that brand ambassadors and product quality have a significant effect on purchasing decisions, this is due to the results $f_{count} > f_{table}$ ($51,440 > 3,089$) and a significance (pvalue) of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. The amount of contribution from brand ambassadors and product quality to decisions on MS Glow products at Shopee, which is equal to 51.5%, while the remaining 48.5% is a contribution to the influence of the dependent variable on purchasing decisions from other variables outside this study.

Keywords: *Brand Ambassador, Product Quality, Purchase Decision*