

## **ABSTRACT**

*Smartphones have become a necessity for modern society to support all their activities and have become a lifestyle necessity that is very important to keep up with all kinds of developments, Samsung launched a new innovation by giving a new look to its product, namely a folding smartphone with the Galaxy ZFlip series, the Galaxy ZFlip is a waterproof folding smartphone first in the world. Samsung also has a competitor, namely the OPPO company with similar smartphone specifications, namely the OPPO Find N2 Flip. In the midst of competition for smartphones, brands play a very important role as a tool for smartphone manufacturing companies to market their products and services to customers. The intense brand competition that occurs in the market requires these producer companies to find or use marketing strategies through brands by getting a good image of the brand. This research aims to find out how brand ambassadors, brand image and purchasing decisions on the Samsung ZFlip smartphone, determine the influence of brand ambassadors on brand image, brand ambassadors on purchasing decisions, as well as the influence of brand ambassadors on purchasing decisions through brand image.*

*This research uses descriptive analysis methods and causal relationships using a path analysis model with a research sample of 100 respondents. The population in this research is every individual who has ever purchased and used a Samsung Galaxy ZFlip smartphone and knows BTS as a Samsung brand ambassador.*

*The results of the descriptive analysis in this research obtained a percentage of the brand ambassador variable of 83%, the brand image variable of 85.2%, the decision variable of 82.8%, the brand ambassador had an influence on brand image of 1.36%, the brand ambassador had an influence on purchasing decisions by 16.5%, and brand ambassadors influence purchasing decisions through brand image by 9.73%.*

**Keywords: Brand Ambassador, Brand Image, Purchase Decision**