

ABSTRACT

The high level of public need for sunscreen makes beauty or skin care companies carry out various methods in promoting, as well as Azarine products. To improve purchasing decisions, Azarine collaborates with South Korean actors as brand ambassadors for their products. Positive word-of-mouth communication online can also influence consumer purchasing decisions. This communication activity is called electronic word of mouth. Additionally, price is also a benchmark for consumers when making a purchase. This study aims to determine whether brand ambassadors, electronic word of mouth, and price have an influence on purchasing decisions for Azarine sunscreen products.

This study was conducted using a quantitative method. The data source used in this study was primary data collected by distributing questionnaires online. The study population consisted of individuals who use Azarine sunscreen products. The research sample was 200 respondents, and the data was processed using SPSS 27 software with multiple linear regression analysis techniques.

The results of the study show that brand ambassadors, electronic word of mouth, and price simultaneously influence purchasing decisions. Partially, brand ambassadors, electronic word of mouth, and price individually have a significant effect on purchasing decisions. According to the coefficient of determination, price, electronic word-of-mouth, and brand ambassadors had a 58.06% impact on decisions to buy Azarine sunscreen products.

Keyword: *brand ambassador, electronic word of mouth, price, purchase decision*