

## **ABSTRACT**

*Purchase intention is the desire of consumers towards a product that arises as a result of observation and learning processes. In the context of the sports apparel industry, effective marketing strategies are essential to maintain and increase consumer purchase intention. One strategy employed by Mills, a sports apparel brand, is leveraging brand ambassadors and building a strong brand image. Bandung, as the city contributing the most athletes to Indonesia across various sports, serves as the focus of this research. This study aims to analyze the role of brand image as a mediator in the influence of brand ambassador Marc Klok on purchase intention of Mills products in Bandung. The research method used is descriptive quantitative with model testing conducted using SmartPLS 3.2.9. The results indicate that the brand ambassador does not have a significant direct effect on purchase intention, but has a significant effect on brand image. Brand image itself significantly influences purchase intention and acts as a significant mediator between the brand ambassador and purchase intention.*

**Keywords:** *Brand Ambassador, Brand Image, Purchase Intention.*