

## **ABSTRACT**

*Today's society knows the importance of healthy skin, especially on the face. Some By Mi is one of the beauty product brands in the skin care industry that is making a difference in the world. Some By Mi takes advantage of this with its product innovations that help achieve healthy and beautiful skin. Some By Mi is also committed to providing impact solutions using natural and safe ingredients for the skin. Skincare users also come from various groups, including the millennial generation and Generation Z. The research method used is a quantitative method with a descriptive research type. The sample was accepted using a non-probability sampling technique of 100 respondents obtained through distributing questionnaires online on social media in the form of WhatsApp, Twitter, Line, and Instagram using Google Forms. Data analysis uses descriptive statistical analysis techniques and multiple linear regression analysis with the help of the SPSS version 26 program.*

*Based on the results of descriptive analysis, the three variables studied are brand ambassador, social media marketing, and purchasing decisions after it is in the better category, with respective percentages, namely brand ambassador 89.7%, social media marketing 91.1%, and purchasing decisions 89.8%. The brand ambassador and social media marketing variables have a partially positive and necessary influence on purchasing decisions. Besides that, the brand ambassador and social media marketing variables each provide a right and positive influence concurrently on purchase decisions.*

*Keywords: Brand Ambassador, Social Media Marketing, Purchasing Decisions*