

ABSTRAK

Tujuan dari penelitian ini untuk melihat seberapa besar pengaruh brand ambassador dan digital advertising terhadap keputusan pembelian pada Ms Glow di Eryke Store melalui citra merek. Populasi seluruh konsumen Ms Glow di Eryke Store, Pengumpulan data menggunakan kuesioner online. Untuk sampel sebanyak 70 responden, teknik pengambilan sampel yang digunakan purposive sampling. Menggunakan aplikasi Smart PLS 3.0 untuk analisis data. Hasil penelitian menunjukkan *brand ambassador* berpengaruh signifikan terhadap citra merek, *brand ambassador* berpengaruh signifikan terhadap keputusan pembelian, citra merek berpengaruh signifikan terhadap keputusan pembelian, *digital advertising* tidak berpengaruh signifikan terhadap citra merek, *digital advertising* tidak berpengaruh signifikan terhadap keputusan pembelian, *brand ambassador* tidak berpengaruh secara langsung atau signifikan terhadap keputusan pembelian melalui citra merek, *digital advertising* tidak berpengaruh secara langsung atau tidak signifikan terhadap keputusan pembelian melalui citra merek.

Kata kunci: *Brand Ambassador, Digital Advertising, Keputusan Pembelian, Citra Merek*

ABSTRACT

The purpose of this study is to see how much influence brand ambassadors and digital advertising have on purchasing decisions on Ms Glow at Eryke Store through brand image. The population of all consumers of Ms Glow at the Eryke Store, Data collection using an online questionnaire. For a sample of 70 respondents, the sampling technique used was purposive sampling. Using the Smart PLS 3.0 application for data analysis. The results show that brand ambassadors have a significant effect on brand image, brand ambassadors have a significant effect on purchasing decisions, brand image has a significant effect on purchasing decisions, digital advertising has no significant effect on brand image, digital advertising has no significant effect on purchasing decisions, brand ambassadors have no significant effect on brand image. direct or significant effect on purchasing decisions through brand image, digital advertising does not have a direct or insignificant effect on purchasing decisions through brand image.

Keywords: *Brand Ambassador, Digital Advertising, Purchase Decision, Brand Image.*