

## ABSTRACT

**ANNISAA RAHMA PUTRI, 10820111**

### **The Influence of Brand Ambassador Syifa Hadju on Purchasing Decisions of Brand Herborist Products.**

*Keyword: Communications, Brand Ambassador, Media.  
( XIII + 50 + Appendices)*

*The Herborist Brand product is one of the brands owned by PT Victoria Care Indonesia which is engaged in the personal care sector. Brand Herborist appointed Syifa Hadju as Brand Ambassador on May 30, 2022 through the Instagram social media account @herboristbeautyskin. The purpose of this study was to determine the influence of Syifa Hadju as a Brand Ambassador on purchasing decisions for Brand Herborist products. The research method used by researchers is a quantitative method. Primary data collection in this study was by distributing questionnaires to 400 respondents who follow the Instagram account @herboristbeautyskin. The application used to process data uses the SPSS Version 27 application. The results showed that 37.3% of the purchasing decisions for Brand Herborist products were influenced by Brand Ambassador Syifa Hadju, and the remaining 62.7% were influenced by other factors outside of the research.*

*Bibliography (200I-2022)*