

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADOR AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISION

(Case Study on Somethinc Product Consumers in South Tangerang)

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This study to examines the effect of brand ambassador, electronic word of mouth, and purchasing decisions on consumers of Somethinc products in South Tangerang. This study uses a quantitative approach with the object of research customers in South Tangerang area who choose to buy Somethinc product. The population in this study is unknown and uses purposive sampling techniques in sampling with a total of 120 samples. The data collected through a questionnaire and used Statistical Product and Service Solution (SPSS) data analysis techniques using IBM SPSS 28 software in data processing. The results of this study indicate that brand ambassador has a significant effect on purchasing decisions. Electronic word of mouth has a significant effect on purchasing decisions.

Keyword: *Somethinc, Brand Ambassador, Electronic Word of Mouth, Purchasing Decisions.*