

ABSTRACT

Indonesian consumer demand for food increasing cause companies in the food has mushroomed in the city, do not miss the fast-food restaurant company that chose the city of Bandung became an easy target for opening french fast food. One of the fast food restaurant that opened outlets expand in Indonesia and has been very well spoken Indonesian society is Kentucky Fried Chicken (KFC), the company should be able to increase its business in the internal and external environment targeted buyers to provide complete information. One strategy that can be done is by positioning a trendsetter as a brand ambassador. This study aims to determine the effect of "The Effect of Brand Ambassador" Sean Gelael "on Kentucky Fried Chicken (KFC) purchasing decisions"

This research is a quantitative research with descriptive method. The type of analysis used is simple linear regression with the help of SPSS version 24 software. And using nonprobability sampling technique. The data collection tool used in this study was distributing questionnaires to consumers of Kentucky Fried Chicken (KFC) Transmart Buah Batu, Bandung and quoting from various book sources. To determine the sample using the bernouli formula, a sample of 100 respondents was determined.

Descriptive research results show that the variable (X) brand ambassadors are included in the good category with an average score of 74.54% and the variable (Y) purchasing decisions are included in the good category with an average score of 79.42% and from the results of the study show that brand ambassadors influence purchasing decisions, namely 29.4% and the remaining 71.6% are influenced by other factors.

Keyword : *brand ambassador and purchase decision*