

ABSTRACT

The rapid development of smartphone technology makes smartphone manufacturers must continue to provide and develop innovations that are in accordance with the needs and desires of consumers. One of the promotional strategies in increasing consumer buying interest is using a brand ambassador. Just like Samsung Products do. This study aims to determine the influence of the kpop BTS group as a Brand Ambassador on the decision to purchase Samsung products.

The framework of thought in this study uses two variables where Brand Ambassador is the independent variable, while purchasing decisions are the dependent variable. Where the indicators used have been explained according to the criteria.

This research was assisted by the SPSS version 25 application. This study used descriptive quantitative research methods. The purpose of this descriptive research is to analyze the influence of brand ambassadors and digital marketing mediation on purchasing decisions for Samsung products. With a total sample of 414 respondents according to the criteria.

Based on the results of testing the hypothesis that brand ambassadors have an effect on purchasing decisions, this is evidenced by $T_{count} > T_{table}$ ($28.282 > 1.9657$) and the value is significantly less than 0.05 ($0.000 < 0.05$). The results of testing the coefficient of determination in this study found the results of the R square value of 0.560 (56%).

The conclusion of this study is that the existence of BTS as brand ambassadors for Samsung products has a significant influence on purchasing decisions. Therefore, researchers advise companies to continue to use Brand Ambassadors as a strategy in marketing their products and always consider market demand related to lifestyle or idols from potential consumers. And input for further research is to add indicators as the measurement of the variables so that they can really be measured and can produce richer and more useful research.

Keywords: *Marketing management, Brand Ambassador, Purch decision, Samsung, BTS*