

ABSTRACT

The increasing number of investors over the years has led to the emergence of many online stock investment platforms, one of which is SimInvest. However, the number of users and active customers has not met their expectations. Meanwhile, consumer purchasing decisions are something that companies need to pay attention to in order to make a profit. So SimInvest tries to carry out a marketing strategy by inviting V BTS as a brand ambassador and applying advertising appeal.

This study aims to determine how V BTS's status as a brand ambassador and the advertising appeal on purchasing decisions in the SimInvest application for generation Z and Millennials.

The research method applied is a quantitative method with purposive sampling technique, with the criteria of generation Z and Millennials who use SimInvest, have seen SimInvest advertisements starring V BTS on social media, and have made purchase transactions during the V BTS promotion period as a brand ambassador. The data collection technique used a questionnaire distribution and 398 respondents were obtained. The data collected was then analyzed using SPSS ver 26 software.

This study found that brand ambassadors have a significant positive effect on purchasing decisions. Furthermore, advertising attractiveness has a significant positive effect on purchasing decisions. And brand ambassadors and advertising attractiveness have a significant positive effect simultaneously on purchasing decisions by 87.4%.

Based on the results of the study, the authors suggest continuing to use brand ambassadors but SimInvest needs to pay further attention to the messages that will be conveyed to consumers to increase interest and trust, especially for generation Z and Millennials.

Keywords: *Brand Ambassador, Advertising Appeal, Purchase Decision, Generation Z, Millennials*