

**THE EFFECT OF USING BRAND AMBASSADOR AND BRAND IMAGE  
TOWARDS BUYING DECISION OF WARDAH COSMETICTS  
CONSUMER**

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**THESIS**

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**Thesis**  
**THE EFFECT OF BRAND AMBASSADOR AND BRAND IMAGE**  
**TOWARD BUYING DECISION OF WARDAH CUSTOMER**

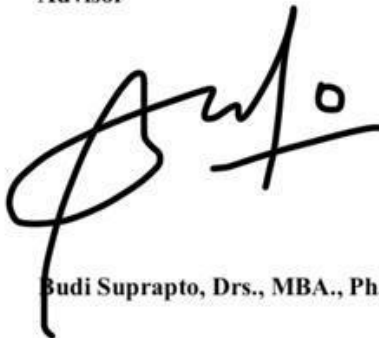
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## **AUTHENTICITY ACKNOWLEDGEMENT**

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**Is really, my own thinking and writing, I fully knowledge that my writings does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.**

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**Yogyakarta, May 17, 2020**

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**ABSTRACT**

This research analyzed the effects of brand ambassador and brand image toward buying decision. This research focused on student of Universitas Atmajaya Yogyakarta who know about Wardah brand. Wardah is suitable for this research because it is the leader of muslim brand from Indonesia. The total of respondent in this research is 100 from student of UAJY.

The result in this research shows that brand ambassador influences buying decision of Wardah customer and brand image influence buying decision of Wardah customer. Comparing the result of calculation between brand ambassador and brand image, variable that has effect dominantly is brand ambassador. It can be concluded that brand ambassador and brand image have the impact for buying decision of Wardah customer.

Keywords: *Brand Ambassador, Brand Image and Buying Decision*