

## ABSTRACT

*This study aims to analyze the effects of Brand Image, Brand Ambassador, Pricing Strategy, and Brand Trust on Purchase Decision among Somethinc consumers in Semarang City. In addition, this study examines the mediating role of Brand Trust in the relationship between Brand Ambassador and Purchase Decision. The study is motivated by the existence of a research gap regarding the influence of Brand Ambassador on Purchase Decision, as previous studies have reported inconsistent findings. This research employed a quantitative approach using a survey method. The sampling technique applied was non-probability sampling with a purposive sampling approach. The respondents consisted of consumers residing in Semarang City who had previously purchased Somethinc products. The sample size was determined using the Wibisono (Lemeshow) formula, resulting in a total of 100 respondents. Data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The findings reveal that Brand Image does not have a significant effect on Purchase Decision. Brand Ambassador has a positive and significant effect on Brand Trust. Pricing Strategy has a positive and significant effect on Purchase Decision. Brand Trust significantly affects Purchase Decision. Furthermore, Brand Ambassador does not have a significant direct effect on Purchase Decision. However, Brand Ambassador indirectly influences Purchase Decision through Brand Trust as a mediating variable. The R Square values indicate that the model explains 41.9% of the variance in Brand Trust and 71.2% of the variance in Purchase Decision. Based on the findings, the company is recommended to maintain a competitive pricing strategy and continuously strengthen consumer trust through product quality improvement and effective marketing communication. Furthermore, the utilization of Brand Ambassadors should focus on enhancing Brand Trust, which in turn can effectively increase consumers' purchase decisions.*

**Keywords:** *Brand Ambassador, Brand Image, Brand Trust, Pricing Strategy, Purchase Decision*

