

## **ABSTRACT**

*A diverse culture of Indonesian society can also be referred to as a multiculturalism society. The cultural differences that occur in Indonesia have created the lifestyle of a person or a group to be heterogeneous. People's lifestyles oftentimes being associated with how they are getting dressed. The way people get dressed is a way for them to express their social value as an individual in the society through their fashion style. This is constitute the role of fashion in describing a person's lifestyle through the way they dress up. From the available various types of fashion items, jeans is one of them that is timeless or everlasting. Although fashion trends are evolving, jeans will always keep in demand. In 2013, Hanzo emerged as one of the local jeans brands that attracted the interest of jeans lovers within the country.*

*This study aims to determine whether there is an impact of brand ambassadors on purchase decisions through the brand image as an intervening variable. This study uses a convenience sampling technique with a sample size of 100 respondents. Afterward, the sample that has been obtained from the respondent is being processed using SPSS 22 analysis tools.*

*The results in this study indicate that the brand ambassador variable has a positive effect on the intervening variable brand image and the intervening variable has a positive and significant effect on the purchase decision.*

*Key words: brand ambassador, brand image, purchase decision*