**PENGARUH PENGGUNAAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO (STUDI KASUS MAHASISWA FAKULTAS EKONOMI & BISNIS PROGRAM STUDI MANAJEMEN UNIVERSITAS BINA DARMA PALEMBANG)**

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***ABSTRACT***

*This study aims to determine the effect of the use of brand ambassadors on the purchasing decisions of Oppo smartphones (case studies of students of the Faculty of Economics & Business Studies Management Studies in Bina Darma University Palembang). Based on the research objectives, this type of research is descriptive quantitative with probability sampling method. The sample is simple random sampling (simple) with a total sample of 80 respondents with a statement that focuses on the brand ambassador's thinking framework is transference, Congruence, Credibility, Attraction and Power, as well Product Selection, Brand Selection and Store Selection. Based on the results of research conducted it can be seen that the results of using SPSS version 22 research shows that R of 0.515 indicates that the ambassador brand and purchasing decisions are categorized as having a relationship between the variables and the range coefficient intervention in the 0.40- validity test table. 0.599. There is a coefficient of determination of 0.256 so that the analysis counts 1 - 0.256 = 0.735 means that the coefficient value of 0.735 or 73.5% means that the brand ambassador influences 26.5% of the purchase decision and the remaining 73.5%.*

***Keywords : Brand Ambassador, Purchase Decision***