ABSTRACT

The trend of E-commerce users in Indonesia has grown quite large in recent years, and E-commerce growth will continue to occur in the next few years. Competition for online shops, called E-commerce in Indonesia, is very fierce, seeing how many E-commerce in Indonesia is very much, but that does not rule out the possibility that there will be a market leader in Indonesia.

This study aims to determine the effect of Brand Ambassador on Tokopedia's Brand Image. The research method used in this research is quantitative, where data is obtained through questionnaires that have been distributed. The scale used in this study is the Likert scale using the Validity Test and Reliability Test testing techniques with a sample of 30 respondents. The sampling technique in this study is non-probability purposive sampling. Questionnaires were distributed to 384 respondents who knew BTS was a Tokopedia Brand Ambassador. The analytical method used in this research is simple linear regression analysis.

Based on the overall hypothesis test results, Brand Ambassadors partially have a significant effect on Tokopedia's Brand Image. This is evidenced by the value of t count > t table, namely (2,615) > (1,649). And based on the coefficient of determination, Brand Ambassador affects Tokopedia's Brand Image, which is 1.8%, and the remaining 98.2% is influenced by other variables not examined in this study.

Key Words: *Brand Ambassador, Brand Image, E-commerce.*