ABSTRACT

One of the strategy used by companies to market their products is by using advertising media accompanied by involving celebrities as brand ambassador to shape and determine the identity of the image products. Therefore, researchers are motivated to do research thesis about how much influence the brand ambassador of the company's brand image Shopee e-commerce.

This study aims to determine how the brand ambassador and brand image Shopee e-commerce, and determine how much influence the brand ambassador consisting of visibility, credibility, attraction, and power to the brand image Shopee e-commerce. Sampling technique used in this research is non-probality sampling with purpisive sampling method, with the number of respondents as many as 100 respondents. This research will use kuntitatif method by using multiple regression analysis.

Based on the results of data processing Brand Ambassador shows is in good category with the value of 71,4%, as well as Brand Image shows is in good category with a value of 77,3%. While based on the evaluation of variables of Brand Ambassador consisting of visibility, credibility, attraction, and power proved that have a significant positive effect on Brand Image of image 23,4%. Attraction becomes the biggest variable affecting Brand Image and 76,6% are influenced by other variables outside of this research.