

ABSTRACT

The e-commerce industry continues to experience growth when viewed from various supporting aspects. Indonesia is currently the largest e-commerce market in Southeast Asia with a contribution of up to fifty percent of all transactions in the region. One of the major actors in the Indonesian e-commerce sector is Shopee, with an average of 74 million web visitors every month, an increase of 117 percent compared to the number of visits in the first quarter of 2018. Even so, the number of Shopee visitors per quarter is fairly constant, as evidenced in the third quarter of 2019, Shopee experienced a drastic decline in visitors, inversely proportional to the number of transactions that continues to increase. This condition allegedly occurred related to Shopee's decision to bring in brand ambassadors as the face of the company. Shopee works closely with Cristiano Ronaldo as the brand ambassador of their company. This research aims to find out how much influence the arrival of Cristiano Ronaldo as Shopee brand ambassador on brand image and consumer purchasing decisions. The results showed that brand ambassador Cristiano Ronaldo had a significant influence on the company's brand image but did not have a significant effect on consumer purchasing decisions.

Keywords: *E-commerce, Brand Ambassador, Brand Image, Purchase Decision*