

ABSTRAC

This research was conducted on Tokopedia E-commerce. The development of the advertising world is progressing every year which requires each brand to provide an appeal to consumers which creates competition between sellers and market places to promote the products offered by bringing up the advantages they have to attract consumer buying interest. One of them makes famous figures as brand ambassadors. This study aims to determine the effect of KPOP BTS Brand Ambassador on Purchasing Decisions.

Furthermore, this type of research is quantitative. Data analysis technique used is descriptive analysis and regression methods with intervening using PLS. The number of samples was 150 respondents in Tokopedia users. In this study the sampling technique used by the author is purposive sampling technique.

In research this is the influence of brand ambassadors on purchasing decisions of the results of hypothesis testing obtained significance value with a t-value of $48.969\% > 1.96$ and a positive path coefficient with a standard beta value of 0.429. In this case, brand image acts as an intervening in the relationship between brand ambassadors and purchasing decisions. Where the brand image of brand ambassadors will increase the influence of brand ambassadors on purchasing decisions.

Keywords : *Brand Ambassador, Purchaase Decision, dan Brand Image.*