

## **ABSTRACT**

E-Commerce competition in Indonesia is increasing rapidly, E-Commerce in Indonesia is competing to conduct massive promotions to attract the attention of consumers. One of the E-Commerce in Indonesia is Tokopedia. Tokopedia requires a promotional strategy that aims to enhance the company's image and attract consumer buying interest. One of the promotional strategy used by Tokopedia is to use Brand Ambassador in its advertisements. This study aims to see whether there is an impact of Brand Ambassadors on Brand Image and the Consumers' Purchasing Decision. This research was conducted on Tokopedia consumers in Indonesia. The study was conducted using quantitative methods with data collection techniques by collecting questionnaires distributed. In addition this study has a total sample of 400 respondents using non-probability sampling methods. The questionnaire filling in this study uses a Likert scale. This study use 19 questionnaire statements for 3 variables. Data processing is performed using SPSS and SmartPLS 2.0.

The result of this research show that brand ambassador has a significant and positive impact on brand image, brand ambassador has significant and positive impact on consumers' purchasing decision, and brand image has significant and positive impact on consumers' purchasing decision.

Keyword: Brand Ambassador, Brand Image, Purchasing Decision Process, Tokopedia, E-Commerce