

ABSTRACT

Online shopping facilitate individual activities in meeting all their needs. Millennial generation is the most consumptive group in online shopping in Indonesia. Marketplace competition in Indonesia is increasingly fierce to winning the hearts of consumers. Tokopedia is a native Indonesian marketplace that aggressively promotes various marketing communications such as advertising and uses brand ambassadors to deliver messages and campaign. Tokopedia presents BTS which is one of the well-known boyband from South Korea as brand ambassador to deliver the campaign with the title "#IEveryday". This study aims to determine whether there is an influence of brand ambassador toward to Tokopedia's brand image and how much influence is contributing. This study uses quantitative methods by taking millennial generation samples with 100 respondents who have an age range around 25-34 years old and have shopped through Tokopedia. The results of the descriptive analysis technique showed respondent's responses to the brand ambassador variable by 67% and brand image by 69%. The coefficient of determination shows that there is an influence by brand ambassador of 64.4% toward to brand image. Most of the remaining 35.6% is influenced by the contribution of other variables that not included in this research.

Keyword: marketplace, brand ambassador, brand image