

ABSTRACT

In globalization era, with an increase in the economy sector in line with technological developments lead all aspects to go online, one of those is the growth of e-commerce. E-commerce becoming a popular platform for customer to shop online, such as Tokopedia, Shopee, Lazada, and many others which lead to increasingly fierce level of competition between one another. One of the fast growing e-commerce sites is Shopee. However, along with the growth of other e-commerce, Shopee's position has also decreased due to the lack of competition in product sales at other e-commerce companies. Therefore, Shopee has brought in a famous football player, namely Cristiano Ronaldo, as a strategy to win the competition. Shopee brought in Cristiano Ronaldo as its Brand Ambassador to offer products that will be marketed at Shopee. The existence of well-known football player as star at Shopee lead to consumer's interests and has a positive impact on consumers who will buy Shopee's product supported by 9.9 Super Shopping Day campaign that greatly affects product sales increases. This research aims to determine and analyze the influence of Cristiano Ronaldo as a Brand Ambassador on Purchasing Decision.

The research method used is Quantitative method with Descriptive-causality research. Sampling was done by using Non-probability sampling technique with Purposive sampling of 100 Shopee consumers as respondents. The data analysis technique used is Descriptive Analysis and simple linear regression analysis.

The result of the research are based on descriptive analysis for the Brand Ambassador variable at Shopee which is already in a good category with an average percentage value of 82,36%, the Purchasing Decision variable at Shopee is also in a good category with an average percentage value of 79%, and the Brand Ambassador variable has a significant effect on Purchasing Decision on Shopee Indonesia with a significant effect of 55,4% is influenced by other factors that are not examined.

Keywords: Brand Ambassador, Purchasing Decision, E-Commerce Shopee