

ABSTRACT

Korean wave phenomenon has become a trend in utilizing marketing strategies. it can be seen from the many e-commerce sites in indonesia that have used the south korean brand ambassador. shopee itself has used a brand ambassador by choosing a boy group from South Korea, namely Stray Kids. Not only that, Shopee also provides free postage promos and gives money back to its users so that it will give a good impression to Shopee so that a good brand image from the public towards Shopee is formed. With the trend, brand ambassador and brand image are expected to help make purchasing decisions at Shopee Indonesia.

With the many trends of using brand ambassador and brand image in marketing, this study was made with the aim of seeing whether there is a significant influence from brand ambassador and shopee's brand image. the research method used is a quantitative method with multiple multiple regression analysis. the data collection technique used questionnaires to four hundred respondents and primary data. the responses that will be involved are shopee users who see the stray kidz brand ambassador.

The results of this research indicate that there is an influence of brand ambassador and brand image on partial purchase decisions based on hypothesis testing (t test), there is no influence between brand ambassador on the behavior of partial purchasing decisions.

Keywords: E-Commerce, Brand Ambassador, Stray Kids, Brand Image, Purchase Decision, Korean Wave.