

## ABSTRACT

*This research was conducted to determine the influence of brand ambassadors on the buying and selling interest of Shopee Indonesia's online trading platform. The purpose of this research is to analyze and find out how Shopee brand ambassadors are, and how much influence Shopee brand ambassadors have simultaneously and partially influence Shopee Indonesia's buying interest.*

*The method used by researchers is quantitative methods using descriptive and causal research types. Sampling was carried out by researchers using a non-probability sampling method which is purposive sampling type, and the results obtained were 100 respondents. The data analysis technique used by researchers is descriptive analysis and simple linear analysis.*

*Based on the results of the descriptive analysis, brand ambassador variables and purchase interest variables are overall in the very good category. The results of the simple linear regression analysis technique for brand ambassadors simultaneously have a positive influence on Shopee's buying interest. The magnitude of the influence of the brand ambassador variables together is 33.64% on the purchase interest variable and 66.36% is influenced by other factors such as factors that were not examined by researchers in this study. As a partial influence on the brand ambassador variable, the attractiveness variable has a positive and significant effect on purchase intention.*

***Keywords: Brand Ambassador, Purchase Interest and Cristiano Ronaldo.***