

## **ABSTRACT**

*The internet is very helpful for humans in meeting their needs, including in terms of the economy. One example is in the digital trading industry such as E-commerce. The development of the Korean wave phenomenon is used by many companies in Indonesia as a marketing strategy. Tokopedia is one of the big actors in the e-commerce industry in Indonesia who uses the Korean wave in its marketing strategy. Tokopedia made BTS and Blackpink, which are big stars from South Korea, as Brand Ambassadors. In addition, Tokopedia provides various kinds of promos and cashbacks to build a good brand image for the public. The use of brand ambassadors and brand image in marketing strategies is expected to help influence purchasing decisions on Tokopedia e-commerce. With the use of brand ambassadors and brand images, this study aims to determine whether there is a significant influence of brand ambassadors and brand image on purchasing decisions on Tokopedia e-commerce.*

*This research uses quantitative methods with multiple linear regression analysis. The technique of collecting data by distributing questionnaires to four hundred respondents and collecting primary data using sampling techniques. The respondents involved are Tokopedia users who know the brand ambassadors of BTS and Blackpink.*

*The results in this study indicate that there is an influence of brand ambassador and brand image on purchasing decisions partially based on hypothesis testing (*t* test), but there is no influence between brand ambassadors on purchasing decision behavior partially.*

**Keywords:** *E-commerce, Brand Ambassador, Brand Image, Purchase Decision.*