

## ABSTRACT

The most difficult thing for competition among brands is to retain existing customers. Shopee Indonesia brand has become Top of Mind for the public on application of e-commerce in Indonesia. There is fierce competition between each e-commerce, one of which is using the brand ambassadors from South Korean celebrities, because of high interest Hallyu trends in Indonesia. Shopee Indonesia is back using the South Korean celebrity brand ambassador for the second time by inviting the Stray Kids as Shopee's brand ambassador. Brand ambassadors are considered as the right in reaching the target audience providing useful forms of behavior, one of which is brand loyalty. This study aims to determine how much influence Stray Kids as a brand ambassador to brand loyalty. The research method used is quantitative and causal types. The data was collected by researchers from active Shopee users who have Member Loyalty in the Java Island region with a sample size of 400 respondent and using a non-probability sampling technique method with purposive sampling types. The results of the coefficient of Stray Kids as brand ambassador on Shopee brand loyalty had an effect of 51.9%, while the remaining 48.2% was influenced by other factors in this study.

**Keywords:** brand ambassador, brand loyalty, Shopee