

ABSTRACT

Marketing management is a planning, directing, and also controlling in all marketing activities of a company which aims to retain and add more customers in the company. In maintaining and adding customers, the company needs a good marketing strategy. One of the marketing strategies carried out by some e-commerce is to use a brand ambassador. Brand ambassador are very helpful in creating a strong emotional relationship between a brand or company and consumers, so that it will indirectly build a brand image that has an impact on purchasing decisions and product use.

The study aims to determine the effect of brand ambassador on purchasing decisions of Lazada's consumers in Indonesia (Study on Lee Min Ho as Brand Ambassador)

The method that used in this study is a quantitative method with a descriptive type of research. This study used a sample of 100 respondents with sampling using non-probability sampling technique. This study uses a simple linear regression technique with the help of the SPSS25 application.

The results showed that the Brand Ambassador variable was in the "good" category, and the Purchasing Decision variable was in the "good" category. The result of simple linear regression analysis in this study is that Brand Ambassador has a positive and significant influence on Purchasing Decision. And based on the results of the analysis of the coefficient of determination, it shows that the Brand Ambassador has an influence of 7,1% on Purchasing Decision, while the remaining 92,9% is influenced by other variables that not examined by the authors in this study.

Keywords: *Brand Ambassador, Purchasing Decision, Marketing Management*