

ABSTRACT

Shopee was declared as the first platform to download during 2020 in Iprice data, making Shopee have to keep innovating to maintain the position. The thing to do is to use a brand ambassador. Stray kids became a brand ambassador that was shortened by Shopee in 2020 but to increase the interest in buying Shopee not only raised Stray kids to be a brand ambassador but also used Stray kids as Shopee ads and it made brand attitude from the ads done stray kids so as to strengthen the buying interest for the Shopee platform. This research was conducted on Shopee e-commerce uSingh Stray kids brand ambassador.

The purpose of this study was to determine the effect of celebrity credibility on brand attitude. Knowing the effect of celebrity credibility on purchase intention. Knowing the influence of celebrity credibility on advertisement attitude. determine the effect of advertisement attitude on purchase intention. Knowing the effect of brand attitude on purchase intention.

The research method used is quantitative. The population of this study are Shopee e-commerce users and know that Shopee's brand ambassador is Stray kids. The sampling technique used in this study is a non-probability sampling technique, with a total of 446 respondents. The data analysis technique used in this study is PLS-SEM with the use of PLS 3.0 software.

The findings of this study indicate that there are two factors in the mediating variable that affect the interest of beli on the Shopee platform. From this research, it can be seen that attitude towards brand and attitude toward advertisement are significant factors. In addition, based on the results of R^2 obtained by the Stray Kids brand ambassador, it has an influence on consumers' interest in beli by 35% and the rest is influenced by other factors.

Therefore, the author gives suggestions to the Shopee company to further increase the use of advertisements made by brand ambassadors, with some ads that are more unique, funny and also use music or songs that are easy for consumers to remember.

Keywords: *Advertisement Attitude, Brand Attitude, Brand Ambassador, Celebrity Credibility, PLS-SEM, Purchase Intention.*