

ABSTRACT

Brand ambassador is one of the ways that companies use to provide an information about products or services and to increase sales. A brand ambassador can be assessed through elements of visibility, credibility, attraction and power. The use of brand ambassador can improve the brand image for each company. This research was aims to determine whether there is an influence and how much influence the brand ambassador Jackie Chan had on the Shopee brand image. This research uses quantitative methods with the type of explanatory and causal research. The sampling tehniqe uses a probability sampling type of simple random sampling with a sample size of 385 respondents. Data analysis techniques using Spearman correlation and simple linear regression analysis. The result of this research show that there is a significant and posive influence between the variable brand ambassador Jackie Chan on the Shopee brand image. The result of the Jackie Chan brand ambassador coefficient have an effect of 66%, while the remaining 34% is influences by other factors not examined in this reseach.

Keywords: Brand Ambassador, Brand Image, E-Commerce