

ABSTRACT

Currently, trend of shopping online in e-commerce which is one of the largest online trading platforms selling various product categories is in great demand by the public. This of course also makes it easier between sellers and buyers. Sellers can easily market their products through the application by uploading their products. So, buyers can easily make purchases anywhere and anytime and can easily compare prices from one store to another. Amid the presence of e-commerce, the rise of artists who become brand ambassadors can create company reputation and also consumer confidence in the intended company.

This study has the aim of knowing how much influence brand ambassadors have on Tokopedia's brand image on generation Z in Bandung city, to determine the effect of brand ambassadors on Tokopedia purchasing decisions for generation Z in Bandung city and to determine the effect of brand image on Tokopedia purchasing decisions for generation Z in Bandung city.

The method used in this research is quantitative method. Data in this study used primary and secondary data. Primary data by distributing questionnaires which will be filled in by respondents via google form. Secondary data is information data that researchers have previously collected and researchers only use information that is already available. This research uses the SPSS v25 program and SmartPLS 3.2.9 with Semantic Equation Modeling (SEM) techniques. Due to the minimum age of Tokopedia users is 17 years and over in order to verify the security of user accounts. Therefore, the author changed the age of respondents from Generation Z aged 10-25 years to 17-25 years. There are respondents in this study are all Generation Z aged 17-25 years in the city of Bandung who have shopped or made purchases on Tokopedia and have seen BTS X Tokopedia advertisements.

The results in this study indicate that there is an influence of brand ambassadors on Tokopedia's brand image on generation Z in Bandung city and there is an influence of brand image on Tokopedia purchasing decisions for generation Z in Bandung city. But, there is no influence between brand ambassadors on Tokopedia purchasing decisions for generation Z in Bandung city. advertisements.

Suggestions in this research are to further increase the value of using brand ambassadors for Tokopedia so that consumers are interested in continuing to use Tokopedia platform and improve their services so that consumers feel satisfied and continue to shop at Tokopedia.

Keywords : *Brand Ambassador, Brand Image, Purchase Decision*