

## **ABSTRACT**

*This study aims to determine whether there is an influence of Ariel NOAH as a brand ambassador on the loyalty of Go-Send service users. The data collection method used in this research is a quantitative survey with data collection techniques used, namely by distributing questionnaires to 400 respondents to obtain primary data and literature studies through previous research journal literature and books to obtain secondary data. Respondents were selected using probability sampling techniques and the samples in this study were active Gojek users who had seen Ariel NOAH as a Go-Send advertising star and respondents who were members of the Go-Club loyalty members. The results showed that there was an influence between Ariel NOAH as a brand ambassador on the loyalty of Go-Send service users. The coefficient of determination shows that brand ambassadors (X) contribute 39.2% to customer loyalty (Y). Partial hypothesis test (t) states that  $H_0$  is rejected, there is a significant influence between the independent variable brand ambassador (X) and the dependent variable customer loyalty (Y).*

**Keywords:** *Brand Ambassador, Customer Loyalty, E-Commerce*