

ABSTRACT

With technological advances that go hand in hand with the emergence of various types of e-commerce platforms in Indonesia, competition between e-commerce is becoming increasingly fierce and this forces companies to be able to create new effective strategies to win consumers' hearts. One of the strategies used by the marketplace is to use Brand Ambassador to improve Brand Image which then aims to increase Consumer Purchase Decisions.

The sample used in this research is Tokopedia consumers who are domiciled in the city of Semarang with a total of 182 respondents. The data was obtained by distributing questionnaires which were carried out offline in the city of Semarang and then processed and analyzed using the SPSS and AMOS programs.

The results obtained from the research conducted show that the Popularity and Credibility of Brand Ambassador have a positive and significant influence on Brand Image and Purchasing Decisions, and Brand Image also has a positive and significant influence on Purchasing Decisions.

Keywords: *Brand Ambassador, Brand Image, E-commerce, Purchasing Decision*