

ABSTRACT

This study determined and analyze the influence of Brand Ambassadors on Shopee Brands in the Generation of Millennials. With a focus research on millennials generations (18-38 years old) Shopee users. This study uses the independent variable Brand Ambassador with dimensions of Visibility, Credibility, Attraction and Power. With the dependent variable that is Brand Image with Dimensions of Strength of Brand Association, Favorable of Brand Association and Uniquess of Brand Association. This research uses quantitative methods with a type of causal research. In this study the researcher determined the sample using probability sampling techniques. With as many as 100 respondents. The data analysis technique used by the writer is descriptive data analysis, normality test, simple linear regression test, coefficient of determination, and hypothesis testing. Based on the results of hypothesis testing using the t-test, the results show that Ambassador Brands have an influence on Brand Image Shopee. This is evidenced by $t_{hitung} (16,744) > t_{table} (1,660)$. so that H_0 "There is no influence of Brand Ambassador on the Brand Image of Shopee in the Millennials generation" was rejected, which meant there was an influence of Brand Ambassador on the Brand Image Shopee of the Millennials generation. Based on the coefficient of determination it was found that Brand Ambassadors had an influence of 74.1% or 0.741 on Brand Image Shopee and the rest is influenced by other factors.

Keywords: *Brand Ambassador, Brand Image, Shopee, Millennials generation*