

ABSTRACT

From online store competition data in Indonesia, it shows that there is intense competition between Shopee and Tokopedia e-commerce in the number of monthly web visitor data where Shopee experiences instability in the number of visitor data which makes Shopee in second position, Shopee's presence in Bali is able to have a positive impact on the community. MSME business development through the e-commerce platform, but it is not yet known how much consumer buying interest in Bali is on Shopee e-commerce because Bali is a supplier of MSME businesses that use Shopee e-commerce in sales. Based on the statement above, the researcher wants to do research in Bali. With the intense competition in e-commerce in Indonesia, of course shopee must carry out a marketing strategy. One of the marketing strategies that can be used is marketing communications through Brand Ambassadors. This research was conducted to find out how much influence Arya Saloka's Brand Ambassador has on Buying Interest in Bali. This study aims to determine and analyze the extent of consumer responses to the Arya Saloka Brand Ambassador at Shopee, the extent to which consumer buying interest in Shopee and how much influence the Brand Ambassador has on Shopee's Buying Interest in Bali.

The type of research that the researcher uses is descriptive quantitative research. The sampling technique used in this study is non-probability sampling with simple random sampling, with a total of 100 respondents. The data analysis technique used is descriptive analysis and simple regression analysis.

Based on the results of the t-test conducted, the Brand Ambassador variable (X) has a value of $t_{count} (18,017) > t_{table} (1,984)$ and a significance level of $0.000 < 0.05$, so H_0 is rejected. Based on the figures above, it shows that the value of the Coefficient of Determination is 76,8 % where this number shows that the influence of the Independent Brand Ambassador Variable on Buying Interest is 76,8% while the remaining 23,2%

It was concluded that the influence of Shopee's Brand Ambassadors was in the good category, and had a significant positive effect on Shopee's consumer buying interest in Bali.

Keywords: *Brand Ambassador, Prurchase Intantion*