

ABSTRACT

This study aims to find out and analyze how Bunga Citra Lestari as a brand ambassador for Blibli.com can have an impact on brand image and influence consumer buying interest at Blibli.com. This research uses quantitative methods with descriptive research type-SEM analysis. Sampling was carried out using a non-probability sampling method with 150 respondents.

The results of the research on the brand ambassador hypothesis have a significant effect on brand image, this can be proven by the value of $T_{count} > T_{table}$, namely $8.083 > 1.96$ and a significant value of $0.000 > 0.05$ and a regression coefficient value of 0.511 which indicates that the direction of the relationship between brand ambassadors (X) and buying interest (Z) are positive. Brand ambassadors have a significant effect on purchase intention, this is evidenced by the value of $T_{count} > T_{table}$, namely $3.021 > 1.96$ and a significant value of $0.003 > 0.05$ and a regression coefficient of 0.222 which shows that the direction of the relationship between brand ambassadors and purchase intention is positive. Brand image has an effect on purchase intention, this is evidenced by the value of $T_{count} > T_{table}$, namely $9.805 > 1.96$ and a significant value of $0.000 > 0.05$ and a regression coefficient value of 0.574 which indicates that the direction of the relationship between brand image and purchase intention is positive. Brand ambassadors have an influence on purchase intention mediated by brand image, this is evidenced by the value of $T_{Statistics} > T_{table}$, namely $9.805 > 1.96$ and a significant value of $0.000 > 0.05$ and a regression coefficient value of 0.294 which shows that the direction of the relationship between brand ambassadors and purchase intention mediated by brand image is positive.

Keywords: E-commerce, Brand ambassador, Brand image, Purchase intention