

## **ABSTRACT**

*This study aims to analyze the influence of brand ambassador NCT 127 on purchase intention in e-commerce Blibli through the dimensions of brand awareness, brand image, and brand trust. The research approach used is descriptive quantitative with data collection methods through online questionnaires distributed to 385 respondents. The sampling technique used is purposive sampling. The sample taken is a group of people who know about NCT 127 and Blibli, and know that NCT 127 is the brand ambassador of e-commerce Blibli. The data were analyzed using descriptive analysis and SEM (Structural Equation Modeling) analysis using SmartPLS software. The results of the study show that the brand ambassador NCT 127 has a positive and significant effect on purchase intention in e-commerce Blibli through brand awareness and brand image. Brand trust also has a positive and significant effect on purchase intention in e-commerce Blibli. The conclusion is that the presence of brand ambassador NCT 127 can increase purchase intention in e-commerce Blibli, this is supported by the level of brand awareness, brand image, and brand trust that are also affected.*

**Keyword:** *Brand Ambassador, Brand Awareness, Brand Image, Brand Trust, Purchase Intention*