

ABSTRACT

This study aims to analyze and prove the influence of Brand Ambassador consisting of Visibility, Credibility, Attraction and Power on purchasing decisions of Erigo products in e-commerce. The method used in this study is a quantitative method. The population in this study are people who use e-commerce applications. While the sample in this study were 120 respondents who met the criteria that had been determined by using a purposive sampling approach. The analysis technique in this study uses multiple regression and to test the hypothesis used t test and F test. The results of this study indicate that Visibility, Credibility, Attraction and Power have a positive and significant effect on purchasing decisions for Erigo products in e-commerce.

Keywords : Brand Ambassador, Purchasing Decisions, E-Commerce