*ABSTRACT*

Government policies during the COVID-19 pandemic encouraged people to stay at home and carry out all their activities from home, as a result this changed consumer shopping patterns from shopping in person to shopping online on e-commerce platforms or marketplaces. Various, economical and efficient shopping promos are the main attraction of online shopping, one of which is "Shopee 9.9 Super Shopping Day". The presence of a brand ambassador or a group of brand ambassadors is one of the efforts used by the company to communicate and connect with the public in order to increase sales and is expected to increase awareness of the Shopee brand itself. The purpose of this study was to analyze the effect of using the brand ambassador promo “Shopee 9.9 Super Shopping Day” on purchase decisions through brand awareness as an intervening variable for Ma Chung University students. The research was conducted at Ma Chung University with 98 participants as respondents using a purposive sampling technique. This research uses primary data and data collection is done by survey through Google Form. The type of research used in this study uses descriptive and causal quantitative methods using the path analysis method. The results obtained through this study stated that the brand ambassador promo "Shopee 9.9 Super Shopping Day" which was mediated by brand awareness had a positive and significant effect on the purchase decision of Ma Chung University students. This means, with the use of brand ambassadors mediated by brand awareness, it tends to increase purchase decisions.

Keywords: Brand Ambassador, Purchase Decision, Brand Awareness, College Student

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