



The Influence of NCT Dream as Lemonilo Brand Ambassador on NCTZEN Purchasing Decisions (Survey of Instagram Account Followers @nct_indonesia)

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Abstract— *Brand Ambassador is someone chosen by the company to represent a product. NCT Dream was chosen by Lemonilo to represent their products and bring Lemonilo closer to the younger generation. The purpose of this research is to find out how much influence NCT Dream as Lemonilo's brand ambassador has on purchasing decisions for NCTZEN (survey of followers of the Instagram account @nct_indonesia). This type of research is descriptive research with quantitative methods. This research was conducted in May 2023. The number of samples in this study were 100 respondents to followers of the @nct_indonesia Instagram account, using a sampling technique, namely simple random sampling and using the S-O-R Theory (Effendy, 2003). The results of this study are seen from the t test, namely $t\text{-count} > t\text{-table}$ ($5.606 > 1660$) meaning that H_0 is rejected and H_1 is accepted besides that the R-Square in this study is 24.3% while the other 75.7% is explained by other factors. This shows that the use of NCT Dream as Lemonilo's brand ambassador for purchasing decisions for NCTZEN (Survey of Instagram account followers @nct_indonesia) is effective.*



Keywords— *Brand Ambassador, Lemonilo, Purchase Decision, NCT Dream.*

I. INTRODUCTION

The internet is something that is really needed by society to help human life. With the internet, humans are helped in carrying out activities such as increasing knowledge from all over the world regarding various fields, making communication, entertainment, shopping and business easier according to Wiratama (in Sulaiman, 2018). Seen from the perspective of Indonesia, it is a unitary country consisting of various ethnic, cultural and religious diversity, which has become an inherent identity in society (Subiakto: 2022). This diversity results in the needs of communities being different and continually changing from one another. According to datareportal.com, there will be 212.9 million active internet users in Indonesia in 2023. The number of active social media users in Indonesia is 167 million people in January 2023. This figure is equivalent to 60.4% of the country's population (Kemp, 2023). As

reported by datareportal.com, the country with the most social media users is Indonesia, with active Instagram social media users reaching 106 million.

Instagram itself is a social media that is increasingly popular and increasingly used by all groups, from children to adults. With Instagram, it helps companies to improve awareness of the community. Using a brand *ambassador* who has millions of fans, popularity and a good career path can create brand *awareness* towards a company because brand *awareness is able* to influence consumers to make purchasing decisions. Lemonilo uses the social media platform Instagram to promote and introduce its products to consumers.

Lemonilo is a local company that has a healthy lifestyle concept because it sells healthy products without preservatives, flavor enhancers and artificial coloring and other ingredients that are often consumed by Indonesian

people. So it can be consumed by everyone and has an affordable price. In 2017, Lemonilo first launched its product, namely Fried Noodle Flavor Instant Noodles on its online platform.

On January 10, 2022, Lemonilo announced that NCT Dream as *Brand Ambassador (BA)* the latest. To evaluate usage, brand *ambassadors* use 4 elements according to Rossiter and Percy, namely: *Visibility, Credibility, Attraction and Power*. NCT Dream is a boy band from the country of Ginseng, South Korea, which consists of 7 members, namely Mark, Renjun, Jen0, Haechan, Jaemin, Chenle, and Jisung. NCT Dream officially debuted on August 25 2018. NCT Dream has an achievement, namely getting the title million-seller or sales of more than 1 million albums and NCT Dream became the youngest group to achieve this title. Apart from that, recently NCT Dream managed to take home the highest award at the Seoul Music Award, reported by the Detikhot article.

There is no need to doubt NCT Dream's popularity in Indonesia because in 2019, NCT Dream held its first solo concert in Indonesia. In just 0.2 seconds, tickets were sold out (Kpop Indonesia, 2020). According to Shinta Nurfauzia, Co-CEO of Lemonilo, Lemonilo and NCT Dream have the same mission, namely to build a young generation who have the key to success by creating a healthy lifestyle. Lemonilo also believes that NCT Dream will bring a new color to consumers and this collaboration will be able to bring Lemonilo closer to the younger generation.

The activities carried out by Lemonilo x NCT Dream were enlivened with the hashtag #Lemonilo NCT DREAM on the Lemonilo Instagram platform. The content that Lemonilo has created is attractive to consumers and increases brand awareness. As a brand ambassador that is liked by the younger generation, NCT Dream's support for lemonilo will influence their purchasing decisions and encourage a healthier lifestyle. Because audiences follow NCT Dream's messages, many are interested in following Lemonilo. The author chose to make NCT Dream fans or what is called NCTZEN as respondents. The Instagram account @nct_indonesia is one of the accounts *fanbase* from NCTZEN who has followers the high is 146,000*followers*.

Based on the explanation above, it can provide a goal, namely to find out how big the influence of NCT Dream is brand *ambassador* Lemonilo on NCTZEN purchasing decisions (survey of followers of the Instagram account @nct_indonesia).

II. THEORETICAL STUDIES

Brand Ambassador

To build consumer trust in the products offered, every company must create a direct marketing strategy that can influence consumers about a product. Companies can use public figures as brand ambassadors as promotions in marketing their products. Of course consumers will be more interested in products used by public figures. can influence the purchasing decision for a product, the following is the definition of Brand Ambassador. According to Soehadi, quoted by Prawira (2012), explains that a brand ambassador is someone who presents the best portrait or image of a product.

This person is usually a celebrity or other popular person. Meanwhile, according to Lea Greenwood (2012: 88), "Brand ambassador is "a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales". Companies use brand ambassadors to influence or persuade consumers. This aims to make consumers interested in using the product, especially because the selection of brand ambassadors is usually based on the image of a famous celebrity (Devi Gita, 2012).

Models that can be used to align characteristics *brand ambassador* is the VisCAP model. For this reason, celebrities or public figures who are used as brand *ambassadors* should be evaluated. The VisCAP model was developed by Rossiter and Percy (Rama Kertamukti, 2015:69) which consists of 4 elements, namely:

1. *Visibility*, how much brand *ambassador* is known by the public
2. *Credibility*, relates to expertise and objectivity such as a celebrity's ability to convince consumers of a product
3. *Attraction*, the appeal of the celebrity
4. *Power*, the ability of celebrities to attract consumers to buy

Based on the definitions above, it can be interpreted that a brand ambassador is an effort made by a company to influence or invite consumers by using celebrities as icons to present the best image of a product, so that consumers are interested in using the product.

Purchase Decision

The purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior. In entering the purchasing decision stage, consumers have previously been faced with several alternative choices, so that at this stage consumers will take action to decide to buy

the product based on the choices determined. The following are several definitions of purchasing decisions according to experts. According to Buchari Alma (2013:96) states that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy."

According to Kotler & Armstrong (2016: 177) define purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants. which means that purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

According to (Kotler, 2000), the purchasing decision process follows the stages that buyers go through to reach a purchasing decision, namely:

1. Problem Identification

The purchasing process begins with problem identification, where the buyer identifies a problem or need. Buyers perceive the difference between the actual state and the desired state.

2. Information Search

Consumers will find out information related to the product they are going to buy, but maybe not. If there is good and satisfying information, consumers are likely to buy it. If there is no information about the product, consumers are unlikely to buy.

3. Evaluation of Alternatives

At this stage, consumers use information to evaluate alternative brands in the choice set.

4. Buying Decisions

There are two factors in consumer buying decisions, namely the intention to buy or the decision to buy.

5. Post-Purchase Behavior

At this stage the consumer have made a decision to proceed further after purchasing a product or/service. Whether the product or/service offered meets consumer expectations, this influences consumers in the future.

III. RESEARCH METHODS

This research uses descriptive research with quantitative methods. According to Sugiyono (2018), the quantitative paradigm is positivistic research because it is based on the philosophy of positivism which considers sources of understanding to be objective, measurable and visible to the five senses. The sampling technique in this research is simple *random sampling* so that members of the population are taken randomly without paying attention to the existing schemes in the population (Sugiyono, 2001). This research method is a survey method, a method carried out online with followers of the Instagram account @nct_indonesia. To collect data from respondents using a questionnaire online google forms. The focus of this research itself is the influence of NCT Dream as the Lemonilo brand ambassador on NCTZEN purchasing decisions (survey of followers of the Instagram account @nct_indonesia). The model in this research is S-O-R (*Stimulus – Organism – Response*).

IV. RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

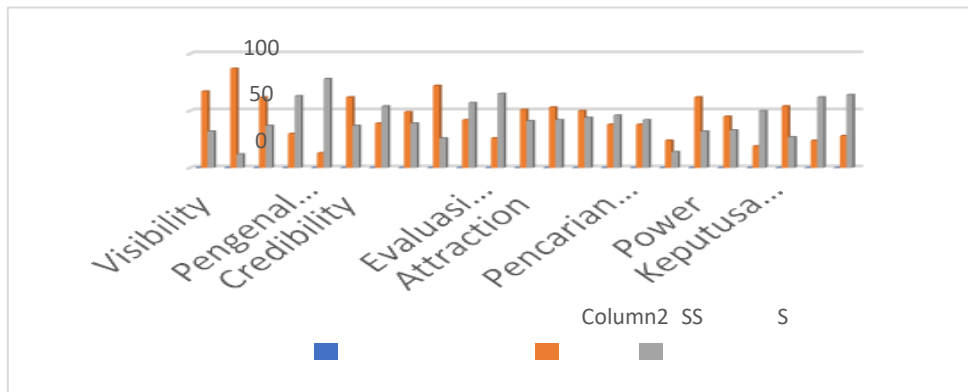
In this research the influence of NCT Dream as *brand ambassador* Lemonilo on purchasing decisions was 24.3%. Respondents from this study were dominated by women at 99% with ages 21-25 years at 65%. This can be proven from several test results and questions from each dimension of variable X and variable Y. It is proven from the following diagram:

From the diagram above it is known that the influence *visibility* from this research it was 87% towards problem recognition, namely 78%, influence *credibility* by 72% and alternative evaluation by 65%, the influence of Attractiveness (*Attraction*) NCT Dream as *brand ambassador* Lemonilo at 53% against information search at 46%, influence *power* NCT Dream as *brand ambassador* amounting to 62% of purchasing decisions, namely 64%. So it can be concluded that the highest influence from this research is visibility which indicates popularity as a *brand ambassador*, *considered* very effective for buyers in getting to know a product.

The results of this research were obtained through primary data by conducting surveys and distributing questionnaires to followers of the Instagram account @nct_indonesia. The sample used in this research was 100 respondents and filled out the questionnaire via Google Form in June 2023. Then the answers from the respondents were processed and grouped based on the instrument in the frequency table.

T Test Results

Gambar 1. Hasil Uji T



The results of the NCT Dream variable are as *Brand Ambassador* (X) obtained from 100 respondents. The positive and significant influence on the Purchasing Decision variable (Y) from the research results can be shown with a significance value of $(0.000 < 0.05)$ with $t \text{ count} > t \text{ table}$ ($5.606 > 1.660$). and the regression coefficient value is 0.638. It can be concluded that the hypothesis in this study, namely H_0 , is rejected and H_1 is accepted, meaning that NCT Dream is *Brand Ambassador* (X) influences NCTZEN Purchase Decisions (Y).

V. CONCLUSION

Based on the results and discussion in the research, the researcher concluded that NCT Dream as brand *ambassador* significantly influences purchasing decisions. This can be seen from the results of the Determination test which shows that it is known that the R-Square value or coefficient of determination value is 0.243, which means that the influence of variable X (NCT Dream as *Brand Ambassador Lemonilo*) on variable Y (Purchasing Decision) of 24.3% while the other 75.7% is explained by other variables or factors outside this research such as quality, product price, promotion, brand image and so on. And the results of the t test in this research are the significance value of variable X (NCT Dream as *Brand Ambassador*) against variable Y (Purchase Decision) is 0.000 ($0.000 < 0.05$) or $t\text{-count} > t\text{-table}$ ($5.606 > 1,660$). This means that the hypothesis in this research is that H_0 is rejected and H_1 is accepted. This proves that there is an influence of NCT Dream as *Brand Ambassador Lemonilo* on NCTZEN Purchase Decisions (Survey of Instagram account followers @nct_indonesia).

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