

## **ABSTRAK**

### **PENGARUH BRAND AMBASSADOR NCT DREAM DAN E-WOM (*ELECTRONIC WORD OF MOUTH*) TERHADAP KEPUTUSAN PEMBELIAN *SNACK TOSTOS TORTILLA CHIPS***

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Persaingan dalam industri makanan ringan di Indonesia semakin meningkat, terutama di kalangan generasi muda seperti Gen Z yang menjadi konsumen utama. Rendahnya popularitas Produk TosTos di pasar makanan ringan Indonesia, meskipun telah melakukan kolaborasi dengan *boygroup* populer asal Korea Selatan. PT. Dua Kelinci melalui produk TosTos *Tortilla Chips* berkolaborasi dengan *boygroup* asal Korea Selatan, NCT Dream sebagai *Brand Ambassador* dan memanfaatkan strategi *Electronic Word Of Mouth* (E-WOM) untuk meningkatkan keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Ambassador* NCT Dream dan *Electronic Word of Mouth* (E-WOM) terhadap keputusan pembelian produk *Snack TosTos Tortilla Chips*. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 210 responden, diambil menggunakan metode *Nonprobability Sampling* dengan menggunakan teknik *Purposive Sampling*. Analisis data dilakukan menggunakan regresi linear berganda dan pengujian hipotesis secara parsial (Uji-t). Hasil penelitian menunjukkan bahwa baik *Brand Ambassador* maupun *Electronic Word Of Mouth* (E-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian *Snack TosTos Tortilla Chips*.

**Kata Kunci:** *Brand Ambassador*, *Electronic Word Of Mouth* (E-WOM), Keputusan Pembelian, *Snack TosTos*.

## **ABSTRACT**

### **THE INFLUENCE OF NCT DREAM AS BRAND AMBASSADOR AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISION OF TOSTOS TORTILLA CHIPS SNACK**

**By**

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*Competition in the snack food industry in Indonesia is increasingly intense, especially among the younger generation such as Gen Z, who are the main consumers. The low popularity of the TosTos product in the Indonesian snack market persists despite its collaboration with a popular South Korean boygroup. PT. Dua Kelinci, through its product TosTos Tortilla Chips, collaborated with the South Korean boygroup NCT Dream as a Brand Ambassador and utilized the strategy of Electronic Word of Mouth (E-WOM) to increase purchase decisions. This study aims to determine the influence of NCT Dream as a Brand Ambassador and Electronic Word of Mouth (E-WOM) on the purchase decision of TosTos Tortilla Chips. This research uses a quantitative approach, with data collected through questionnaires distributed to 210 respondents using a non-probability sampling method with purposive sampling technique. Data analysis was conducted using multiple linear regression and hypothesis testing using partial (t-test) analysis. The results show that both the Brand Ambassador and Electronic Word of Mouth (E-WOM) have a positive and significant influence on the purchase decision of TosTos Tortilla Chips.*

**Keywords:** Brand Ambassador, Electronic Word of Mouth (E-WOM), Purchase Decision, TosTos Snack.