

The Impact of NCT Dreams ad Brand Ambassadors and Brand Image on Consumer Impulsive Buying Behavior: A Case Study of Lemonilo Instant Noodle Consumers

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Abstract

Indonesia is the country with the second highest level of instant noodle consumption after China. Lemonilo instant noodle products are in the expensive category, as evidenced by sales data for Lemonilo instant noodles in January 2022 which only reached 6.3%. Meanwhile, after collaborating with NCT Dream as brand ambassador, sales figures for Lemonilo instant noodles rose to 154.9%. To increase sales and expand its market, Lemonilo attracts consumer interest by collaborating with NCT Dream as a brand ambassador and adding a member photocard bonus in the packaging as well as an online fansign lottery so that it motivates its fans to do impulsive buying. This research aims to determine the influence of brand ambassadors on impulsive buying, brand image on impulsive buying, and brand ambassadors and brand image on impulsive buying. This type of research is quantitative with data collection methods using questionnaires. Researchers took samples from a population of 96 NCT Dream fans who bought Lemonilo instant noodle products. The research results show that: 1) The brand ambassador variable has a positive and significant effect on impulsive buying, 2) The brand image variable has a positive and significant effect on impulsive buying, 3) The brand ambassador and brand image variables simultaneously have a significant effect on impulsive buying. The coefficient of determination of brand ambassador and brand image has an influence of 41.7% on impulsive buying and 58.3% is influenced by other factors.

Keywords: Brand Ambassador, Brand Image, Impulsive Buying

Introduction

The development of the business world over time has made competition increasingly fierce. This high level of competition will encourage every company to improve its marketing strategy. Marketing strategy is one way to win a related competitive advantage, whether for companies that produce goods or services (Wibowo et al., 2015) Improved knowledge of information and technology also makes Indonesian people more open-minded. Globalization will make it easier for a culture to spread to all corners of the world. One culture that is currently spreading is the Korean Wave, which is a culture from South Korea.

The Korean Wave phenomenon spreads through music, drama and even food which influences consumption activities and the main target is teenagers and adults who are fans of Korean Pop. One behavior that is interesting and can be studied by companies is impulsive buying behavior or not having a purchase plan. According to Sumarwan,

impulsive buying is consumer behavior where they do not plan to make a purchase, or plan to make a purchase but have not yet decided what product to buy (Sumarwan, 2011). Understanding impulsive buying behavior can be used as a benchmark for companies in determining and developing strategies to win competition in the market.

In Indonesia, instant noodle products compete very fiercely. Obtained by data excerpts from the World Instant Noodles Association (WINA), Indonesia is in second place in the list of countries with the largest consumption of instant noodles in the world after China. Instant noodle consumption in Indonesia in 2021 was reported to reach 13.27 billion packs. According to research results from the Katadata Insight Center (KIC), instant noodles were the product most consumed by the public over the past month with a percentage of 89.1%.

PT Lemonilo Indonesia Sehat or Lemonilo is a company founded in 2016 by Shinta Nurfauzia, Ronald Wijaya, and Johannes Ardiant.¹ Lemonilo produces various kinds of healthy and natural products, but the most superior product is Lemonilo Healthy Instant Noodles. Lemonilo instant noodles were officially launched in 2017, with a production process that uses natural ingredients such as spinach, turmeric, spring onions and celery. To increase sales and expand the instant noodle market, Lemonilo has a unique strategy to attract consumer interest. This can be seen from the collaboration that Lemonilo carried out with the South Korean boy group, namely NCT Dream, by making them brand ambassadors. There is a similarity in the mission between NCT Dream and Lemonilo, namely to make dreams come true together, therefore Lemonilo uses the tagline #MakeYourDREAM happen and it is hoped that this collaboration can invite and inspire the younger generation to pursue their dreams through a healthy lifestyle (Elisabeth et.al, 2022). Starting from a petition from an NCT Dream fan in 2020 on the Twitter page, and the many votes obtained made this collaboration possible.

As is known, Korean pop fans will do anything to buy items related to their idols, such as albums, merchandise, photocards, and so on, which of course have a value that is not cheap. According to Royan, the use of brand ambassadors is done to influence or encourage consumers to use the product (Royan FM, 2014). Choosing the right brand ambassador will also attract lots of fans. What's more, the interest comes from Korean Pop fans, with this the company will make big profits. Lemonilo is quite capable of reading situations that are of interest to many people at the moment. Therefore, Lemonilo added NCT Dream member photocards as a bonus obtained when consumers buy their products. Recently, Lemonilo also held an online fansign draw with NCT Dream for 200 winners with the condition that they had to buy ten packs of the special edition Lemonilo "Lemonilo x NCT Dream", register themselves, and attach proof of purchase to the Lemonilo website.

In internal research carried out by the Kompas team, the Lemonilo fried noodle flavored product in collaboration with NCT Dream became the best seller and succeeded in occupying fourth position on the list of the Top 7 Best Selling Fried Instant Noodle Brands with total sales of 6.3%.²

¹ Herning Banirestu, "Lemonilo Kampanye Pentingnya Produk yang Sehat dan Aman" dalam <https://swa.co.id/swa/listed-articles/lemonilo-kampanye-pentingnya-produk-yang-sehat-dan-aman>, (Accessed on 20 September 2023, 11:53).

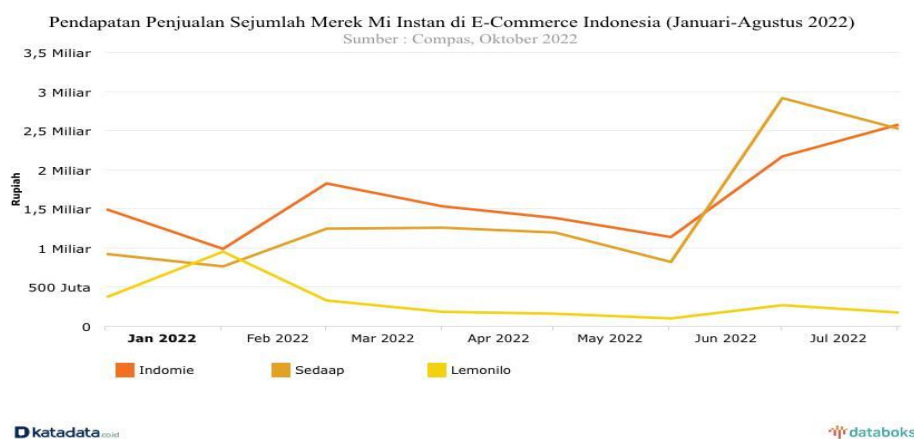
² Raga Putra Wiwaha, "7 Top Brand Merek Mi Instan goreng Terlaris" dalam <https://kompas.co.id/article/mie-instan-goreng/>, Accessed on 9 November 2023, 13.20

Tabel 1. Sales Data for Best-Selling Fried Instant Noodles on Shopee and Tokopedia for the period 17-31 January 2022

No	Brand	Number of sales
2	Indomie	53.7%
3	Sedaap	16.3%
4	Best Wok	12.3%
5	Lemonilo	6.3%

Source: compass.co.id, 2022

Based on Table 1, Lemonilo is still far behind other competitors, namely Indomie with sales of 53.7% and Sedaap 16.3% even though it has collaborated with NCT Dream as a brand ambassador. Meanwhile, in February 2022, Kompas Dashboard found an increase in sales of Lemonilo instant noodles by 154.9% after making NCT Dream the brand ambassador for their product.³



Source: databooks.katadata.co.id, 2022

Figure 1. Increase in Sales of Lemonilo Instant Noodles

Judging from Figure 1, in January 2022 Lemonilo achieved sales figures of IDR. 374.1 million at the beginning of the promotion, placing print and online media advertisements, campaigns, until it succeeded in increasing in February to reach Rp. 953.5 million. However, in July Lemonilo only achieved sales figures of Rp. 269.7 million, meaning that sales tend to

³ Cindy Mutia Annur, "Gaet NCT, Kompas Dashboard Temukan Penjualan Mi Instan Lemonilo Melonjak 154%" dalam <https://databoks.katadata.co.id/datapublish/2022/10/12/gaet-nct-compas-dashboard-temukan-penjualan-mi-instan-lemonilo-melonjak-154>, Accessed on 9 November 2023, 14.50 WIB.

decrease every month. One of the factors that influences consumers to do impulsive buying is the cheap price of the product, the number of sales which is calculated to be very good based on the data above shows that the Lemonilo instant noodle product is able to generate very large sales even though the selling price of the product is in the expensive category compared to the price of noodles another instant. Impulsive buying or unplanned buying is consumer behavior that seems negative, but this can be applied as a marketing strategy for companies to develop their business (Arohman & Nuraini, 2018).

Research conducted by Arohman and Adelita Nurani shows that brand ambassadors influence the decision to impulsively buy Lady Fame Shop products. Meanwhile, research by Annisa and Cholicul shows that brand image has a positive and significant influence on the impulsive buying of fashion retail consumers (Alifia & Hadi, 2021). However, this is different from the results of research conducted by Abdul Salam et al which shows that brand image does not affect impulsive buying on Shopee in the Margoluwih community (Salam et.al, 2022). Because of this, the results of this research become a reference for researchers to conduct further research related to brand ambassadors and brand image on impulsive buying. Based on this background, the researchers were interested in conducting research with the title "The Influence of NCT Dream as Brand Ambassador and Brand Image on Impulsive Buying Behavior of Lemonilo Instant Noodle Consumers".

Literature Review

Impulsive Buying

Unplanned purchases or impulsive buying are basically a person's actions or behavior where the person does not have a plan to make decisions in carrying out shopping activities, including aspects or promotional systems that influence these actions. According to Sumarwan, impulsive buying is consumer behavior where they do not plan to make a purchase, or plan to make a purchase but have not yet made a decision about what product to buy (Sumarwan, 2011). As stated by Sinvera in Firmansyah, impulsive buying or unplanned buying is the acquisition of hedonic goals that are supported by pleasure. Where the pleasure and comfort that consumers get result in the creation of impulsive buying behavior when shopping (Firmansyah, 2018). Impulse buying according to Stern is classified into four types, including:

1. Pure impulsiveness. This refers to purchasing something for an interesting reason, usually when a purchase occurs due to brand loyalty or habitual purchasing behavior. For example, buying a can of jelly instead of buying a can of bread as usual.
2. Impulsive reminder. When consumers buy based on this type of impulse, this is because the unit is usually purchased as well, but not recorded in the shopping list. For example, when waiting in line to buy shampoo at the minimarket, the consumer sees dish soap on the shelf and remembers that the supply at home will run out, thus triggering unplanned purchases.
3. Impulsive suggestions. A product that consumers encounter for the first time will stimulate the desire to try it. For example, a student who accidentally sees a vitamin C product at a display counter will immediately relate to the product based on considerations about the consumer's health and then buy it.
4. Planned impulsivity. The planning aspect of this behavior shows the consumer's response to several special incentives to purchase units that were not anticipated.

These impulses are usually stimulated by announcements of coupon sales, coupon discounts, or other tempting offers (Utami, 2012).

Indicators of impulsive buying according to Saputra (2017) include:

1. Purchase spontaneity, consumers feel a sudden and spontaneous urge to take an action different from their previous behavior.
2. Purchase without consideration, where consumers make sudden decisions without thinking about the consequences of the purchase so that possible negative consequences are ignored.
3. Purchasing because of something interesting, impulsive buying is something that encourages action because of the attraction of certain passions. Attraction here is related to the attractive display of goods so that someone is willing to make a purchase and the attractive price offered.
4. There is a feeling of immediately having a product or brand to sell.

The factors that influence impulsive buying according to Kurniawan and Kunto (2013) include:

1. Products, with characteristics, which include: Low prices, small or marginal needs, short-term products, small sizes, and easily accessible stores.
2. Marketing and marketing which includes: Distribution in a large number of self-service outlets, advertising through highly suggestible and continuous mass media as well as advertising at points of sale, as well as prominent display positions and store locations.
3. Consumer characteristics such as personality, gender, socio-demographic or socio-economic characteristics.

According to Abdolvand in Wiyono, et al. (2017) two factors cause impulsive buying, namely internal factors and external factors:

- a. Internal factors The consumer's situation, namely emotions, is an internal factor in the occurrence of impulse buying, emotions are the factor that most influences the occurrence of impulsive buying. Where consumers in a happy emotional state will make more purchases compared to consumers in a bad emotional state. Mood is part of emotions and is very easily influenced and includes feelings of comfort, and dominant feelings.
- b. External Factors External factors are factors that come from outside the consumer which have an impact on emotions and this can influence consumers to do impulsive buying. There are several external factors, namely sales promotions, product diversity, price, store atmosphere, etc.

Brand Ambassadors

In his book, Doucett says that a brand ambassador is someone who has a passion for the brand, wants to introduce it, and even volunteers to provide information about the brand (Doucett, 2008). Meanwhile, according to Lea-Grenwood, brand ambassadors are a tool used by companies to communicate and connect with the public about how they increase sales (Grenwood, 2012).

According to Royan (2017), there are three characteristics needed by a brand ambassador, including: First, attractiveness. It doesn't just mean physical

attractiveness but includes several characteristics that audiences can see in supporters: intelligence, personality traits, lifestyle, body athleticism, and so on. Second, trustworthiness or trustworthiness. Where is the level of trust and dependence, like someone who can be trusted. Third, expertise or skills. Expertise refers to the knowledge, experience, or skills a support person has related to the topic they represent. In choosing a brand ambassador, product marketers need to pay attention to the characteristics that can influence the success of the company's endorsement.

Meanwhile, according to Shimp (2017), the characteristics of celebrities who serve as brand ambassadors are as follows:

1. Trustworthy, namely someone who can be trusted and relied on.
2. Expertise, namely having special skills and knowledge about the brand being supported.
3. Physical attractiveness, namely being considered a pleasant figure for certain groups.
4. Respect, namely being admired and respected by the public.
5. Similarity, namely the match between the celebrity and the audience in terms of characteristics related to relationships and support.

According to Lea-Greenwood (2012), brand ambassador indicators include the following:

1. Transference. When a celebrity endorses a brand related to their profession.
2. Congruence or suitability. The key concept in brand ambassadors is ensuring that there is a match (compatibility) between the brand and the celebrity.
3. Credibility. The degree to which consumers view a source (ambassador) as having relevant knowledge, expertise or experience and that the source (ambassador) can be trusted to provide objective and unusual information.
4. Attractiveness. An attractive non-physical appearance that can support a product or advertisement.
5. Power. The charisma emitted by the resource person can influence consumers so that consumers are influenced to buy or use the product.

Brand Image

Brand image is an impression or picture created in the minds of consumers related to a particular brand, whether positive or negative. In forming a brand image, it must be conveyed clearly and display the advantages it has compared to competitors. When the differences and advantages of a brand are confronted with other brands, a brand position emerges.

According to Simamora (2012), Brand image indicators consist of three parts, including:

1. Company image. The organization concerned is a product producer as well as an individual evaluation.
2. User image. Brand image refers to whether the brand's personality suits consumers, for example, lifestyle and social status.
3. Product image. Product image is a public view of a product or product category.

According to Keller (2013) indicators that can be used to measure brand image include the following:

1. Strength (strengthness). How information enters consumers' memories and how this information persists as part of the brand image.

2. Uniqueness. The uniqueness of brand associations can be based on product attributes, product functions or the image enjoyed by consumers.
3. Profit (favorable). The success of a marketing process often depends on the process of creating favorable brand associations, where consumers can believe that the given attributes can satisfy consumer needs and desires. As well as competitive advantages which are reasons for consumers to choose certain brands.

Positive and negative images are more easily recognized by consumers, so producers always try to maintain, improve, and enhance the brand image of their products in the eyes of consumers. A positive brand image provides benefits for producers to be better known to consumers. In other words, consumers will make their choice to buy products that have a good image. Likewise, if the brand image is negative, consumers tend to consider further when buying a product. The results of research by Setyadi and Soekotjo (2019) concluded that brand image has a positive effect on impulsive buying.

Research Method

This research uses quantitative research methods which are used to examine numbers in certain samples, data collection using research instruments, and statistical data analysis with the aim of testing previously designed hypotheses. Meanwhile, data collection was done using a questionnaire, several questions were created for respondents to fill in using quantitative research, the researcher attempted to analyze whether brand ambassadors and brand image influenced the impulsive buying behavior of Lemonilo instant noodle consumers (Sugiyono, 2014). The preparation of the questionnaire was carried out by considering the following grid in Table 2:

Table 2. Indicators for Each Variable

Variabel	Indicator	Items
<i>Impulsive Buying</i> (Y)	1. Spontaneous purchase	1-5
	2. Purchase without consideration	
	3. Attractions	
	4. Desire to own immediately	
<i>Brand Ambassador</i> (X1)	1. <i>Transference</i>	1-5
	2. <i>Kongruence</i>	
	3. Credibility	
	4. Attractiveness	
	5. <i>Power</i>	
<i>Brand Image</i> (X2)	1. Company Image	1-4
	2. User Image	
	3. Product Image	

The questionnaire measurement scale was carried out using a Likert scale with 4 response responses, namely SS, S, KS, TS. The data obtained was then managed and analyzed using SPSS version 20. This research applies an incidental sampling technique, where the sample is determined based on chance, that is, anyone who coincidentally or

incidentally meets the researcher can be used as a sample if they see that person who happens to be suitable as a data source (Sugiyono, 2014). Therefore, the method of administering the questionnaire was carried out randomly to 96 respondents who were NCT Dream fans and had bought Lemonilo instant noodle products.

Result and Discussion

Validity Test

The validity test is used to determine the appropriateness of the items in the list of questions that define a variable. The following are the results of testing the validity of three variables:

Tabel 3. Validity Test Result

Variabel	Statement	R hitung	R tabel	Evidence
Brand Ambassador	X1.1	0,694	0,199	Valid
	X1.2	0,701	0,199	
	X1.3	0,455	0,199	
	X1.4	0,756	0,199	
	X1.5	0,635	0,199	
Brand Image	X2.1	0,688	0,199	Valid
	X2.2	0,756	0,199	
	X2.3	0,604	0,199	
	X2.4	0,684	0,199	
	X2.5	0,724	0,199	
Impulsive Buying	Y.1	0,744	0,199	Valid
	Y.2	0,866	0,199	
	Y.3	0,870	0,199	
	Y.4	0,876	0,199	

Based on the results table above, it shows that all question items from the three variables in the instrument are valid because the calculated R value > R table obtained is more than 0.199.

Realibility Test

Tabel 4. Realibility Test Result

No	Variabel	Value Cronbach	Limit	Presented
1	X ₁	0,664	0,6	Reliable
2	X ₂	0,718	0,6	Reliable
3	Y	0,860	0,6	Reliable

From the data in the Table 4, it can be seen that Cronbach's value of each variable (X_1 , X_2 , and Y) is more than 0.6 so the proposed statement items are reliable. The results obtained from testing the validity and reliability of the variables X_1 , X_2 , and Y show that 5 statements from the variable X_1 , show that 5 statements from the variable X_2 , and 4 statements from the variable Y are valid and reliable so they can be used as data collection instruments.

Tabel 5. Descriptive Data of Respondent

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 15 tahun	4	4.2	4.2	4.2
	16-20 tahun	54	56.3	56.3	60.4
	21-24 tahun	36	37.5	37.5	97.9
	> 25 tahun	2	2.1	2.1	100.0
Total		96	100.0	100.0	

Source: Primary data was processed with SPSS 20, 2023.

Based on table 5 above, it can be concluded that the majority of NCT Dream fans who have purchased Lemonilo instant noodle products are aged 16-20 years. The majority of respondents aged 16-20 years were 54 people, while respondents aged 21-24 years were 36 people, then those aged < 15 years were 3 people, and those aged > 25 years were 2 people.

Tabel 6. Descriptive Respondent Data

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	95	99.0	99.0	99.0
	Laki-laki	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

Source: Primary Data processed with SPSS 20, 2023.

Based on Table 6 above, it can be concluded that the majority of NCT Dream fans who purchased Lemonilo instant noodle products who were respondents were women with a total of 95 people, while there was only 1 male respondent.

Tabel 7. Descriptive Respondent Data

		Fans of NCT Dream			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	96	100.0	100.0	100.0

Source: Primary Data processed with SPSS 20, 2023.

Based on Table 7 above, it can be concluded that all 96 respondents in this study were NCT Dream fans.

Tabel 8. Descriptive Respondent Data

		Product Purchase			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	96	100.0	100.0	100.0

Source: Primary Data processed with SPSS 20, 2023.

Based on frequency Table 8 above, it can be concluded that 96 respondents in this study have purchased Lemonilo instant noodle products.

Tabel 9: Result of Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.99337877
Most Extreme Differences	Absolute	.066
	Positive	.056
	Negative	-.066
Kolmogorov-Smirnov Z		.647
Asymp. Sig. (2-tailed)		.796
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data processed with SPSS 20, 2023.

Based on the table of normality test results above, it can be seen that the significance value is 0.796. The results above show that the significance is $0.796 > 0.05$, so it can be interpreted that the data is normally distributed.

Tabel 10. Heteroscedasticity Test Result

Model	Coefficients ^a			Sig.
	Unstandardized Coefficients		Standardized Coefficients	
	Beta	Std. Error	Beta	
(Constant)	3.475	.133	.066	.003
Brand Ambassador	-.132	.079	-.225	.098
Brand Image	.016	.080	.027	.839

a. Dependent Variable: RES2

Source: Primary Data processed with SPSS 20, 2023.

It is known that the significance value of the brand ambassador and brand image variables has a value greater than $\alpha = 0.05$. Because it is variable and does not

affect impulsive buying, so in this research there were no cases of heteroscedasticity. Because it is variable X_1 and X_2 has no effect on impulsive buying. So in this research there were no cases of heteroscedasticity.

Tabel 11. Multicollinearity Test Result

Model	Coefficients ^a				Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	IF
	Beta	Std. Error	Beta				
(Constant)	-1.871	.824		-1.026	.308		
BA	.319	.127	.263	2.502	.014	.569	1.758
BI	.540	.128	.442	4.208	.000	.569	1.758

a. Dependent Variable: Impulsive Buying

Source: Primary Data processed with SPSS 20, 2023.

Based on the VIF (Variance Inflation Factor) rules, if a VIF value < 10 is obtained then the assessment states that there is no case of multicollinearity. On the other hand, if the VIF value is > 10 then the study states that there is a case of multicollinearity (Nazaruddin & Basuki, 2015).

Tabel 12. Summary of Multicollinearity Test Result

No.	Variabel	VIF	Decision
1.	<i>Brand Ambassador</i>	1,758	Multicollinearity does not occur
2.	<i>Brand image</i>	1,758	Multicollinearity does not occur

Source: Primary Data processed with SPSS 20, 2023.

Based on Table 12 of the test results above, it is known that the VIF value of the Brand Amabssador and Brand Image variables has a value smaller than the number 10. Because the $VIF < 10$, and in the variable X_1 and X_2 there is no multicollinearity, there are no cases of multicollinearity in this study.

Tabel 13. Autocorrelation Test Result

Model	Model Summary ^b				
	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson	
1	.646 ^a	.417	.404	2.015	1.765

a. Predictors: (Constant), Brand Image, Brand Ambassador

b. Dependent Variable: Impulsive Buying

Source: Primary Data processed with SPSS 20, 2023.

Based on the test results from Table 13 above, it is known that:

$$\begin{aligned}
 d &= 1,765 \\
 dL &= 1,6254 \\
 dU &= 1,7103 \\
 4 - dL &= 4 - 1,6254 = 2,3746 \\
 4 - dU &= 4 - 1,7103 = 2,2897
 \end{aligned}$$

If $dU < d < 4 - dU = 1,7103 < 1,765 < 2,2897$. So it can be concluded that there is no autocorrelation in the regression model in this study.

Tabel 14. Multiple Linear Regression Analysis

Model	Coefficients ^a				Sig.
	Unstandardized		Standardized		
	B	Std. Error	Beta		
(Constant)	-1.871	1.824		-1.026	.308
Brand Ambassador (X ₁)	.319	.127	.263	2.502	.014
Brand Image (X ₂)	.540	.128	.442	4.208	.000

a. Dependent Variable: Impulsive Buying (Y)

Source: Primary Data processed with SPSS 20, 2023.

Based on the test results from table 4.19 above, the following regression equation can be formulated:

$$Y = -1,871 + 0,319X_1 + 0,540X_2 + e$$

Constant (b₀)

The Constant (b₀) value of -1.871 indicates that if the independent variable X₁ dan X₂ is zero or does not exist then impulsive buying is -1.871 units.

Constant (b₁) for variabel X₁ (Brand Ambassador)

The value of the regression coefficient (b₁) of 0.319 means that the independent variable X₁ namely brand ambassador has a significant and positive influence on the dependent variable (Y), namely impulsive buying.

Constant (b₁) for variabel X₂ (Brand Image)

The value of the regression coefficient (b₁) of 0.540 means that the independent variable X₂ namely brand image, has a significant and positive influence on the dependent variable (Y), namely impulsive buying.

Tabel 15. F-Test Result

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	269.751	2	134.876	33.229	.000 ^b
Residual	377.488	93	4.059		
Total	647.240	95			

a. Dependent Variable: Impulsive Buying (Y)
b. Predictors: (Constant), Brand Image (X₂), Brand Ambassador (X₁)

Source: Primary Data processed with SPSS 20, 2023.

Based on the test results from Table 15 above, it is known that the Sig value. is 0.000. Because the Sig value. $0.000 < 0.05$, then according to the basis of decision making in the f test it can be concluded that the hypothesis is accepted or in other words Brand Ambassador (X₁) and Brand Image (X₂) simultaneously influence Impulsive Buying (Y).

Tabel 16. Determination Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.404	2.01470

a. Predictors: (Constant), Brand Image (X₂), Brand Ambassador (X₁)

Source: Primary Data processed with SPSS 20, 2023.

Based on the test results in Table 16, it is known that the R value obtained is 0.646, indicating that the relationship between brand ambassador and brand image on the impulsive buying behavior of Lemonilo instant noodle consumers is relatively weak because the resulting R value is far from 1. The resulting value R_{square} is amounted to 0.417, which means that brand ambassador and brand image have an influence of 41.7% on the impulsive buying behavior of Lemonilo instant noodle consumers and 58.3% are influenced by other factors.

The Influence of Brand Ambassadors on Impulsive Buying Behavior of Lemonilo Instant Noodle Consumers

This research found that the brand ambassador variable had a positive and significant influence on the impulsive buying behavior of Lemonilo instant noodle consumers. According to Lea, the indicators for brand ambassadors are transference, concept suitability, credibility, attractiveness and power.⁴

⁴ Lea Greenwood, *Fashion Marketing Communication*, 129.

Based on the t test results in table 4.14, the t test significance value is $0.000 < 0.05$ ($\alpha = 5\%$) so H_{a1} accepted and H_{o1} rejected. The coefficient of determination (R^2) value obtained from the test results is 0.306, which means that brand ambassadors have an influence of 30.6% on the impulsive buying behavior of Lemonilo instant noodle consumers and 69.4% are influenced by other factors outside the model. The results of this research are in accordance with the hypothesis which states that the brand ambassador variable influences the impulsive buying behavior of Lemonilo instant noodle consumers. Then there was a positive relationship between the brand ambassador and the impulsive buying behavior of Lemonilo instant noodle consumers, meaning that consumers saw the brand ambassador as having an attraction to encourage consumers to purchase Lemonilo instant noodle products.

The Influence of Brand Image on Impulsive Buying Behavior of Lemonilo Instant Noodle Consumers

This research obtained results that the brand image variable has a positive and significant influence on the impulsive buying behavior of Lemonilo instant noodle consumers. According to Henry Simamora, brand image indicators are company image, user image and product image.⁵

Based on the results of the t test in table 4.17, the t test significance value was $0.000 < 0.05$ ($\alpha = 5\%$) so H_{a2} accepted and H_{o2} rejected. The coefficient of determination (R^2) value obtained from the test results is 0.378, which means that brand image has an influence of 37.8% on the impulsive buying behavior of Lemonilo instant noodle consumers and 62.2% is influenced by other factors outside the model. The results of this research are in accordance with the hypothesis which states that the brand image variable influences the impulsive buying behavior of Lemonilo instant noodle consumers. Then there is a positive relationship between brand image and impulsive buying behavior of Lemonilo instant noodle consumers, meaning that consumers see the brand as having a strong and positive image and encourage consumers to purchase Lemonilo instant noodle products.

The Influence of Brand Ambassadors and Brand Image on Impulsive Buying Behavior of Lemonilo Instant Noodle Consumers

The research obtained test results which showed that the brand ambassador and brand image simultaneously (together) influenced the impulsive buying behavior of Lemonilo instant noodle consumers, as evidenced by the F test results in table 4.20 which obtained a significance value of $0.000 < 0.05$ so H_{a3} accepted and H_{o3} rejected and the resulting regression model is appropriate.

Based on the results of the multiple linear regression test, it shows that the magnitude of the regression coefficient for the brand ambassador and brand image variables is positive, meaning that the independent variables brand ambassador (X_1) and *brand image* (X_2) have a significant and positive influence on the dependent variable (Y), namely impulsive buying. The coefficient of determination (R^2) value obtained is 0.417, which means that brand ambassador and brand image have an influence of 41.7% on the impulsive buying behavior of Lemonilo instant noodle consumers and 58.3% is influenced by other factors.

⁵ Henry Simamora, *Manajemen Sumber Daya Manusia*, Edisi 1 (Yogyakarta: STIE YKPN, 2012), 73.

Conclusion

This research found that the brand ambassador variable had a positive and significant influence on the impulsive buying behavior of Lemonilo instant noodle consumers. So, the brand image variable has a positive and significant influence on the impulsive buying behavior of Lemonilo instant noodle consumers. Then, the research obtained test results which showed that the brand ambassador and brand image simultaneously (together) influenced the impulsive buying behavior of Lemonilo instant noodle consumers, as evidenced by the F test results in table 4.20 which obtained a significance value of $0.000 < 0.05$ so H_{a3} accepted and H_{o3} rejected and the resulting regression model is appropriate. The coefficient of determination of brand ambassador and brand image has an influence of 41.7% on impulsive buying and 58.3% is influenced by other factors.

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