

## THE INFLUENCE OF BRAND AMBASSADOR NEO BUDAYA TECHNOLOGY (NCT DREAM) AND PROMOTION ON IMPULSIVE BUYING ON LEMONILO PRODUCTS

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### Abstract

The Korean Wave phenomenon in Indonesia has significantly influenced consumer behavior, especially among K-Pop fans. This study aims to analyze the influence of Brand Ambassador and Promotion on consumers' impulsive buying behavior toward Lemonilo products in collaboration with NCT Dream. This associative quantitative research used purposive sampling with 100 respondents who are NCT Dream fans and had previously purchased Lemonilo's special edition products. Data were collected through online questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that both Brand Ambassador and Promotion simultaneously have a significant effect on impulsive buying. Partially, the Brand Ambassador variable shows a dominant influence, supported by indicators such as visibility, credibility, attractiveness, and persuasive power, which are embodied by NCT Dream as public figures. Promotional strategies involving social media, bonus gifts, and digital campaigns also play a role in triggering spontaneous purchasing behavior. These findings confirm that collaboration with popular public figures and creative promotional strategies can effectively increase impulsive buying among millennial and Gen Z markets.

**Keywords:** Brand Ambassador, Promotion, Impulsive Buying, NCT Dream, Lemonilo

## INTRODUCTION

In recent decades, the cultural phenomenon from South Korea, known as the Korean Wave or Hallyu, has spread widely across various parts of the world, including Indonesia. This cultural wave encompasses various aspects, such as music, drama, fashion, and food. Particularly in the music industry, K-pop has become a global phenomenon with a massive and loyal fanbase. One group that has captured attention is Neo Culture Technology (NCT), especially NCT Dream, which has a significant influence in Indonesia.

NCT Dream, as a brand ambassador in Indonesia, has brought a fresh breeze into the marketing world, especially in the food industry. One company that has leveraged this phenomenon is PT Lemonilo Indonesia Sehat, which has collaborated with NCT Dream to boost the sales of their healthy instant noodle products. This collaboration not only relies on the popularity of the group but also includes a marketing strategy involving products with exclusive packaging designs that capture the attention of consumers, including the fans of NCT Dream, better known as NCTzen.



**Figure 1**

### **NCT Dream Edition Lemonilo Noodle Product Packaging**

Source: <https://www.tokopedia.com/rheevashop/>

The combination of a famous brand ambassador and the creative promotional strategy implemented by Lemonilo through product packaging that includes NCT Dream photocards has had a significant impact on impulsive buying behavior. Impulsive buying is a phenomenon where consumers make purchases without prior planning, often triggered by external factors such as advertisements or promotions that suddenly capture attention. This can be seen in the way consumers repeatedly buy Lemonilo products in the NCT Dream edition just to collect the exclusive photocards.



**Figure 2**  
**Fit Card and Photocard**  
**Source: ayoinonesia.com (2022)**

As times progress and digital marketing continues to advance, social media plays a very important role in spreading product information, especially among younger generations. Instagram, as one of the social media platforms used by Lemonilo, has enabled direct interaction between the company and consumers, particularly NCT Dream fans. Through promotions integrated with the healthy lifestyle promoted by Lemonilo, the company has successfully introduced its products in a more personal and relevant way for K-pop fans.

This research aims to deeply examine the influence of brand ambassadors and promotions on the impulsive purchasing of Lemonilo products. The main focus of this study is to understand how NCT Dream, as a brand ambassador, and the various promotional strategies employed by Lemonilo impact unplanned consumer behavior, ultimately leading to an increase in product sales. Therefore, this research is expected to contribute to the understanding of how popular culture, particularly K-pop, can be leveraged in modern marketing strategies to influence consumer behavior in the Indonesian market.

## REVIEW OF LITERATURE

### Brand Ambassador

A brand ambassador is an individual who plays a role in promoting a brand by building a positive relationship between the brand and consumers. In this context, a brand ambassador is not merely the face of the company but also serves as a strong link in conveying the brand's values to the public. A famous brand ambassador with significant influence can strengthen the brand's image and help increase customer loyalty. NCT Dream, as one of the K-pop groups with a highly loyal fanbase in Indonesia, is a concrete example of the effective use of a brand ambassador. According to Lestari (2023), a brand ambassador with a positive image and the ability to influence consumer behavior can significantly enhance brand awareness, which in turn can drive consumer purchase interest.

Furthermore, the influence of a brand ambassador can be seen through several key indicators, namely visibility, credibility, attraction, and power (Rossiter & Percy, 2023). Visibility measures the popularity of a brand ambassador; the more recognized they are by the public, the greater their influence on purchasing decisions. Credibility refers to the brand

ambassador's ability and reputation to build trust with consumers. Attraction is related to the personal appeal of the brand ambassador, which can add visual appeal to the promoted product. Power encompasses the brand ambassador's ability to influence purchasing decisions and drive consumer behavior.

### **Promotion**

Promotion is a marketing activity that disseminates information, influences, and reminds the target market about the company and its products so that they are willing to accept, purchase, and remain loyal to the products offered by the company (Warnadi and Aris Triyono, 2019). According to (Buchari Alma H in Maulidina and Feby, 2023), promotion is a form of communication that informs potential buyers about a product and convinces them that the product has the ability to meet their needs.

According to (Kotler & Armstrong in Puspitasari, Aphrodite, and Sulaeman 2023), there are four indicators in promotion:

1. Advertising

Advertising is a form of promotion concerning ideas, goods, and services paid for by a particular sponsor. The purpose of advertising is to introduce products that are expected to influence buyers to purchase the product.

2. Sales Promotion

Sales promotion is a temporary incentive offered to increase the sales or purchase of a product. Discounts, vouchers, exhibitions, and demonstrations are examples of promotional strategies.

3. Public Relation

The goal of public relations is to build good relationships with company partners to gain beneficial publicity, shape the company's image, and manage unfavorable events.

4. Digital Marketing

Digital marketing can be conducted through direct mail, catalogs, social media, and internet marketing, which are examples of digital and direct marketing strategies.

### **Impulsive Buying**

According to (Widiyati & Ghozi in Mutiara et al., 2023) impulsive buying is unplanned behavior driven by the need to get something interesting and involves making quick decisions. Impulse buying is the uncontrolled expenditure of funds for unnecessary purchases.

According to (Engel at al. in Ade Tiara et al, 2022) purchases based on impulse buying behavior have the following indicators:

a) Spontaneity

These purchases occur spontaneously and encourage consumers to make purchases right away.

b) Strength, compulsion, and intensity

Motivation to ignore other considerations drives actions that are carried out spontaneously.

c) Excitement and stimulation

The emotional urge to buy something appears suddenly.

d) Indifference to consequences

When the urge to shop is very strong, often the potential losses that may occur later are forgotten.

**RESEARCH METHOD**

This type of research is associative research with a quantitative approach that aims to determine the relationship between variables and their effects, using data in the form of numbers and analyzed statistically. The data collection method is through a questionnaire, which contains a series of statements to obtain answers from respondents. In this study, the population used was NCT Dream fans who followed Lemonilo's official Instagram account with a sample of 100 respondents. The sampling technique used purposive sampling method. The criteria used in the sample are respondents aged at least 15 years, have purchased lemonilo noodle products with at least 1 purchase, and NCT Dream fans who follow Lemonilo Instagram.

**RESULTS AND DISCUSSION**

**Validity Test**

**Table 1**  
**Validity Test Results**

Variable	Statement	r-count	r-table	Description
Brand Ambassador (X1)	X1.1	0,479	0,197	VALID
	X1.2	0,538	0,197	VALID
	X1.3	0,512	0,197	VALID
	X1.4	0,346	0,197	VALID
	X1.5	0,578	0,197	VALID
	X1.6	0,662	0,197	VALID
	X1.7	0,607	0,197	VALID
	X1.8	0,429	0,197	VALID
Promosi (X2)	X2.1	0,614	0,197	VALID
	X2.2	0,579	0,197	VALID
	X2.3	0,506	0,197	VALID
	X2.4	0,440	0,197	VALID
	X2.5	0,391	0,197	VALID
	X2.6	0,498	0,197	VALID
	X2.7	0,578	0,197	VALID
	X2.8	0,524	0,197	VALID
Impulsive Buying (Y)	Y.1	0,545	0,197	VALID
	Y.2	0,627	0,197	VALID
	Y.3	0,553	0,197	VALID
	Y.4	0,508	0,197	VALID
	Y.5	0,620	0,197	VALID
	Y.6	0,562	0,197	VALID
	Y.7	0,519	0,197	VALID
	Y.8	0,490	0,197	VALID

Source: Primary Data, 2025

Based on Table 1 above, it can be seen that all aspects of the indicators of Brand Ambassador (X1), Promotion (X2), and Impulsive Buying (Y) are declared valid because the r-count value is greater than the r-table. Thus, all research variables are declared valid.

**Reliability Test**

**Table 2**  
**Reliability Test Results**

Variable	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Description
Brand Ambassador	0,615	0,60	Reliable
Promosi	0,604	0,60	Reliable
Impulsive Buying	0,676	0,60	Reliable

Source: Primary Data, 2025

Based on the results of the reliability test in table 2 above, it can be seen that all aspects of the indicators of each variable are declared reliable because the Alpha value (r count) in all research variables is greater than 0.60. Thus, it can be concluded that the measuring instrument used in this study, namely the questionnaire, is reliable, so that the questionnaire can be used for further analysis.

**Classical Assumption Test**

**Normality Test**

**Table 3**  
**Normality Test Results**  
**One Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.66087591
Most Extreme Differences	Absolute	.087
	Positive	.050
	Negative	-.087
Test Statistic		.106
Asymp. Sig. (2-tailed) <sup>c</sup>		.058

Source: Primary Data, 2025

Based on the table above, it can be concluded that the normality test on a single sample shows the results of Asympt. signature. (2-tailed) with a value of 0.058 > Cronbach's Alpha 0.05 which means that the data is normally distributed.

**Multicollinearity Test**

**Table 4**  
**Multicollinearity Test Results**

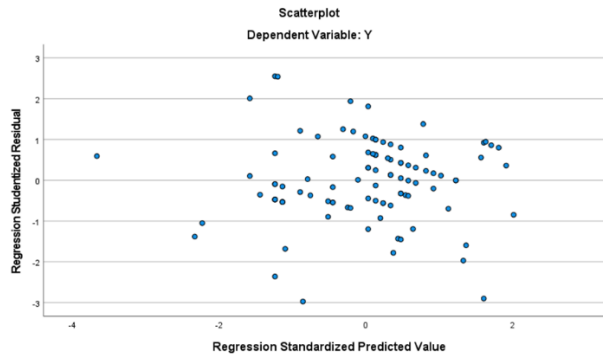
Variable	Tolerance Value	VIF	Description
Brand Ambassador	0,649	1.541	There is no multicollinearity

Promotion	0,649	1.541	There is no multicollinearity
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Source: Primary Data, 2025

Based on the table above, it is known that the value of all variables in Tolerance is more than 0.10. Likewise, for the VIF value in each variable that shows a number below 10. With the results of the multicollinearity test, it can be concluded that the independent variables used by the researcher do not show symptoms of multicollinearity.

**Heteroscedasticity Test**



**Figure 3**  
**Heteroscedasticity Test Results**

Source: Primary Data, 2025

To strengthen the test results statistically, the heteroscedasticity test is also visualized through a scatterplot diagram. The following scatterplot image presents the distribution of residuals against predicted values (fitted values) to see whether there is a certain pattern that indicates symptoms of heteroscedasticity or not.

**Multiple Linear Regression Test**

**Table 5**  
**Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		t count	Sig.
	B	Std. Error		
Constant	16.660	4.476	3.722	<,001
Brand Ambassador	-.155	0.144	-1.075	0.285
Promotion	0.678	0.558	5.102	<,001

Source: Primary Data, 2025

Through the table above, it is obtained through multiple linear regression analysis test that the constant value is 16,660, the coefficient value for the Brand Ambassador variable is -0.155, and the coefficient value for the Promotion variable is 0.678. When calculated using the formula of multiple linear regression used in this study, namely:

$$Y = 16,660 - 0.155X_1 + 0.678X_2$$

Then, through the formula above, it can be interpreted as follows:

1. Constant value (a) = 16,660.

This is the value of Y when X1 and X2 are 0. In a real-world context, this shows that if there is no influence from the brand ambassador (X1) and promotion (X2), the Y value (for example impulsive buying) is predicted to be 16,660.

- The value of b1 in the Brand Ambassador variable (X1) = -0.155.

The negative coefficient on X1 indicates that even though NCT DREAM is used as a brand ambassador, its influence on impulsive buying is not significant or even tends to reduce impulsive buying in this model.

- The b2 value on the Promotion variable (X2) = 0.678.

Promotion has a significant positive influence on impulsive buying. This means that the greater the promotion carried out (eg, discounts, special offers), the greater the tendency of consumers to make impulsive purchases.

### Hypothesis Test

#### F-Test

**Table 6**  
**F-Test Results**

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.364	2	115.182	15.939	<,0,001 <sup>b</sup>
	Residual	700.946	97	7.226		
	Total	931.310	99			

Source: Primary Data, 2025

So, it can be concluded that the F count value > F table (15,939 > 3.09). It can be concluded that the independent variables Brand Ambassador and Promotion simultaneously have a significant effect on Impulsive Buying as a dependent variable. So H0 is rejected and H1 is accepted.

#### T-Test

**Table 7**  
**T-Test Results**

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.660	4.476		3.722	<,001

	Brand Ambassador	-.155	.144	-.118	-1.075	.285
	Promosi	.678	.133	.558	5.102	<,001

Source: Primary Data, 2025

Based on the data above, the following test results were obtained:

1. Partial Test between Brand Ambassador (X1) and Impulsive Buying (Y)

The t-count value of the brand ambassador variable is -1.075 while the t-table value is obtained from  $df = n - k = 100 - 2 = 98$  with a significance of 0.05 of 1.984, meaning  $t\text{-count} < t\text{-table}$  ( $-1.075 < 1.984$ ), and a significance value of  $0.285 > 0.05$  so that  $H_0$  is accepted and  $H_1$  is rejected. It can be concluded that there is no significant influence between Brand Ambassador (X1) and Impulsive Buying (Y).

2. Partial Test between Promotion (X2) and Impulsive Buying (Y)

The t-count value of the promotion variable is 5.102. In contrast, the t-table value is obtained from  $df = n - k = 100 - 2 = 98$  with a significance of 0.05 of 1.984, meaning  $t\text{-count} > t\text{-table}$  ( $5.102 > 1.984$ ), and a significance value of  $0.001 < 0.05$  so that  $H_0$  is rejected and  $H_1$  is accepted. It can be concluded that the Promotion variable (X2) has a positive influence on the Impulsive Buying variable (Y).

**Coefficient of Determination Test**

**Table 8**  
**Coefficient of Determination Test Results**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 <sup>a</sup>	.247	.232	2.688

Source: Primary Data, 2025

Based on the results of the determination coefficient table ( $R^2$ ) of 0.247, it shows that around 24.7% of the variation in the dependent variable (Y) can be explained by the independent variables (X1 and X2) in this model. This means that around 75.3% of the variation in Y is explained outside the model. Overall, this model has a moderate correlation between Brand Ambassador (X1) and Promotion (X2) to Impulsive Buying (Y).

**Discussion**

Based on the results of the study "The Influence of Neo Culture Technology Brand Ambassador (NCT DREAM) and Promotion on Impulsive Buying on Lemonilo Products", the following results were obtained:

**The Influence of Brand Ambassador on Impulsive Buying of Lemonilo Products**

Based on the results of the Partial t-Test for Brand Ambassador (X1) shows that  $t\text{ count} = -1.075$  and  $p\text{-value} = 0.285$  which is greater than 0.05. Therefore,  $H_0$  is accepted, and  $H_1$  is rejected, which means that Brand Ambassador (X1) does not have a significant effect on Impulsive Buying (Y). In the theory of Social Influence, brand ambassadors function as influencers who can influence purchasing decisions. However, the results of this study indicate that although NCT DREAM has high visibility and credibility as brand ambassadors, their influence on impulsive buying decisions is not proven to be significant. This may

indicate that a stronger influence from a brand ambassador is needed to influence impulsive buying.

### **The Effect of Promotion on Impulsive Buying of Lemonilo Products**

Based on the Results of the Partial t-Test for Promotion (X2) shows that t count = 5.102 and p-value = 0.001 which is smaller than 0.05. Therefore,  $H_0$  is rejected, and  $H_1$  is accepted, which means that Promotion (X2) has a positive and significant effect on Impulsive Buying (Y). Based on the results of the t-test, promotion has been shown to have a significant effect on consumer impulsive buying behavior. This confirms that effective promotions, such as discounts or digital promotions, can trigger impulsive buying, which is in line with existing theories. In marketing theory, promotion is considered an effective strategy to encourage impulsive buying. Strategies such as advertising, discounts, and sales promotions have been shown to influence consumer decisions to buy products without prior planning.

### **The Influence of Brand Ambassador and Promotion on Impulsive Buying of Lemonilo Products**

The study obtained test results that showed that brand ambassadors and promotions simultaneously (together) influenced impulsive buying of Lemonilo products, as evidenced by the calculated F value > F table ( $15,939 > 3.09$ ) and the sig value obtained  $< .001$ , then  $H_0$  was rejected and  $H_1$  was accepted. Although Brand Ambassadors can improve brand image, their influence on impulsive buying in this study was not significant. Therefore, although choosing a popular Brand Ambassador can increase brand visibility, more aggressive and direct promotions may be more effective in encouraging impulsive buying. Based on the results that promotion has a significant effect on impulsive buying, the Lemonilo company should focus more on improving its promotional strategy.

## **CONCLUSION**

1. The results of simultaneous analysis (F Test) show that the variables Brand Ambassador and Promotion simultaneously have a significant effect on Impulsive Buying on the Lemonilo NCT Dream edition product.
2. The results of partial analysis (T Test) obtained the following conclusions:
  - a. The results of the hypothesis test show that the Brand Ambassador variable partially does not have a significant effect on Impulsive Buying on the Lemonilo NCT Dream edition product.
  - b. The results of the hypothesis test show that the Promotion variable partially has a significant effect on Impulsive Buying of the Lemonilo NCT Dream edition product.

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