

## THE ROLE OF K-POP BRAND AMBASSADORS IN CONSUMER PURCHASE DECISIONS: A STUDY ON NABATI PRODUCTS AND THE MYNE COMMUNITY

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### Abstract

This study aims to evaluate the influence of aespa, appointed as a brand ambassador, in increasing Nabati's purchasing decisions among the MYNE community using the VisCAP method. The method applied in this research is quantitative. A quantitative approach allows data to be collected in numerical form and analyzed using various statistical methods, such as descriptive analysis to illustrate data characteristics, correlation analysis to identify relationships between variables, and hypothesis testing to examine differences or associations within the data. This process enables researchers to identify patterns, trends, or influences that can be applied to larger populations. The sampling technique is divided into two categories: non-probability sampling and probability sampling. Data for this research were obtained by distributing questionnaires to respondents who are members of the aespa fan community (MYNE), and data collection was also supported by a literature review. The variables examined in this study are Brand Ambassador as variable X and Purchase Decision as variable Y. The data analysis techniques used include validity and reliability tests, classical assumption tests, hypothesis testing, and simple linear regression analysis. Findings from the t-test on variable X (Brand Ambassador) show a t-value of 7.316 with a significance level of 0.000. Since the significance value is below 0.05 ( $0.000 < 0.05$ ) and the regression coefficient is positive at 0.701, it can be concluded that the brand ambassador has a 70.1% influence on consumers' purchasing decisions.

**Keywords:** Brand Ambassador, Aespa, Purchasing Decisions, Nabati, MYNE

## INTRODUCTION

Snack foods are popular treats enjoyed by people of all ages and backgrounds, from the young to the elderly. There are various types of snacks frequently consumed by the public. This diversity makes snacks a primary choice to accompany leisure time, work, family gatherings, or as offerings during special occasions.

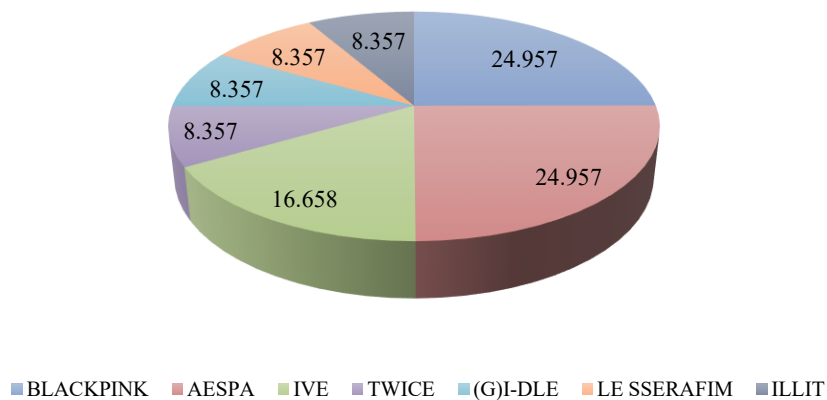
PT Kaldu Sari Nabati Indonesia has introduced a legendary product of its time, Nabati Wafer, which remains a consumer favorite to this day. One of the reasons Nabati continues to be a top choice and a beloved wafer brand is its effective marketing strategy. The company does not merely focus on maintaining product quality, but also continuously innovates, distributes its products widely, and adapts its marketing strategies to market trends.

One of Nabati's product innovations is offering a variety of flavors to cater to the diverse tastes of consumers. In addition, to attract consumer purchasing interest, Nabati implements marketing strategies through collaborations with famous public figures. Nabati created the concept of "Nabati Universe," collaborating with South Korean music groups such as Enhypen for the Korean Goguma variant, aespa for the Richoco variant, and RIIZE for the Richeese variant. Nabati chose aespa as a brand ambassador because this group embodies a futuristic and modern character that aligns with Nabati's target market, namely Generation Z and Generation Alpha. Aespa's global popularity also helps enhance Nabati's brand awareness.

Aespa is a South Korean girl group that debuted on 17 November 2020, under SM Entertainment. The group carries a metaverse and futuristic concept. Aespa consists of four human members and four AI members: Karina, Giselle, Winter, Ningning, ae-Karina, ae-Giselle, ae-Winter, and ae-Ningning. Aespa's official fan club is named MY. Over time, aespa has continued to demonstrate its growing popularity, as evidenced by the success of their albums, with their songs topping charts in 2024. In terms of popularity, aespa has become one of the most popular girl groups in 2024 alongside Blackpink.

**Figure 1.**  
**Index K-pop Girl Group Brand Reputation**

Girl Group Brand Reputation 2024



According to the pie chart in Figure 1 above, aespa and Blackpink lead with a market share of 24.957%, indicating extremely high popularity among the public. This achievement signifies that aespa, together with Blackpink, is at the forefront as the most famous K-Pop girl groups, possessing great appeal across various industries, including music, fashion, and brand collaborations. IVE holds a market share of 16.658%, which also demonstrates its strong competitiveness as one of the rising groups. Other groups such as Twice, (G)I-dle, Le Sserafim, and ILLIT each have a brand reputation share of 8.357% in 2024, indicating that they also exert significant influence, although not as substantial as aespa and Blackpink.

Previous research by Laraswati (2023) concluded that Korean actress Han So Hee was able to increase purchase decisions through her role as a brand ambassador. A study by Lisy Militia Christy Gracia Kalumata, Maryam M. Mangantar, and Ferdinand J. Tumewu (2024) also found that Enhypen as a brand ambassador and e-WOM had a significant influence on purchase decisions for Nabati products. Research by Novanda Dwi Ramadhani, Donny Dwi Setiabudi, and Diva Apriliana Puspasari (2024) showed that K-Pop artists as brand ambassadors play a role in creating positive brand image and exert a considerable influence on brand perception and consumer purchase intention. Another study by Amelia Ghadani, Ani Muwarni Muhar, and Ade Indah Sari (2022) showed that brand ambassadors and brand image positively affect purchase decisions on Shopee, with brand awareness as a mediating variable.

In light of these findings, this study was conducted to analyze the influence of aespa as a brand ambassador on the purchase decisions of Nabati products among the MYNE community. This research aims to analyze the effect of aespa as a brand ambassador in increasing the purchase decisions of Nabati products among the MYNE community using the VisCAP model.

## **REVIEW OF LITERATURE**

### **Brand Ambassador**

According to Kotler & Keller as cited in a journal by Regista & Nurul (2021), a brand ambassador refers to an individual appointed to represent a brand in promoting its products or services to the public. They are responsible for creating an emotional connection between consumers and the brand through their personality, image, and influence. Kapferer, as cited in a journal by Meyyfa et al. (2023), explains that brand ambassadors are used to create positive associations with the brand. Brand ambassadors are chosen because their values and personalities align with the brand's identity. Shimp, cited in Laraswati (2023), also describes brand ambassadors as individuals selected by a brand to be its face or voice in effectively delivering brand messages to the target audience.

Royan, cited in Barata (2021), proposes four indicators for selecting a brand ambassador, namely visibility, credibility, attractiveness, and power. Visibility, how well-known and far-reaching the brand ambassador is. Credibility, the trustworthiness and positive image they possess. Attractiveness, their appearance, style, and personality that attract audience attention. Power, their influence on purchase decisions.

### **Purchase Decisions**

According to Solomon, as cited in Aditya's book (2024), the process of consumer purchase decision-making involves several stages in determining choices, making purchases, and utilising a product or service. Kotler et al., as cited in Aditya (2024), state that purchase

decisions are influenced by how consumers perceive the value and price of a product, not merely based on the price set by marketers.

The stages in the purchase decision process include problem recognition, which occurs when buyers realise a need or problem (Putri & Syah, 2024; Isbahi, 2023). The next stage is information search, where buyers begin gathering information about the product and its competitors. This is followed by evaluating alternatives, where buyers compare one product with others to find the most suitable option. Once the buyer finds the product that best fits their preferences, this stage is called the purchase decision (Weni & Suriyanto, 2025). The final stage is post-purchase behaviour, where buyers assess or provide feedback in the form of ratings or criticisms of a product.

### Previous Studies

Research by Laraswati (2023) proved that Somethinc's brand ambassador, Han So Hee, was effective in increasing product purchases. A study by Lisy Militia Christy Gracia Kalumata, Maryam M. Mangantar, and Ferdinand J. Tumewu (2024) found that ENHYPEN as a brand ambassador and electronic word-of-mouth significantly influenced purchase decisions for Nabati products. Research by Amelia Ghadani, Ani Muwarni Muhar, and Ade Indah Sari (2022) showed that brand ambassadors and brand image positively affected purchase decisions on Shopee, with brand awareness acting as a mediating variable. Another study by Novanda Dwi Ramadhani, Donny Dwi Setiabudi, and Diva Apriliana Puspasari (2024) found that K-Pop artists as brand ambassadors had a positive and significant impact on brand perception and consumer purchase intention.

### Conceptual Framework

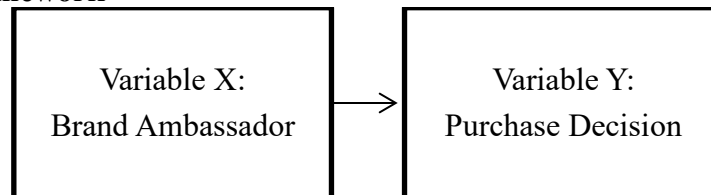


Figure 2.

### Conceptual Framework

Based on figure 2, this study has a conceptual framework with variable X being brand ambassador and variable Y being purchase decision. Variable X has four indicators: visibility, credibility, attractiveness, and power. Variable Y has five indicators: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. This conceptual framework is designed to understand the extent to which brand ambassadors influence consumer purchase decisions.

### Hypothesis

The null hypothesis (H<sub>0</sub>) states that aespa as a brand ambassador influences the increase in purchase decisions of Nabati products within the MYNE community. Conversely, the alternative hypothesis (H<sub>a</sub>) states that aespa as a brand ambassador does not influence the increase in purchase decisions of Nabati products within the MYNE community.

### RESEARCH METHOD

This study employed a quantitative research method. This approach enables the collection of data that can be measured numerically and analysed using statistical techniques. The data obtained were analysed using various statistical methods, including descriptive

analysis to describe the characteristics of the data, correlation analysis to identify relationships between variables, and hypothesis testing to examine differences or associations within the data.

The research was conducted within the WhatsApp group “MYNE by AESPAINAUNION – Roomchat,” which consists of 712 members. Respondents were selected based on specific criteria relevant to the research objectives, such as awareness of aespa as Nabati’s brand ambassador. Data collection was carried out using the survey method, which enables researchers to reach a large number of respondents more effectively and efficiently. Data were collected through a specially designed questionnaire to obtain information relevant to the research objectives, and the questionnaire was distributed online via Google Forms.

Data were collected using a Likert scale questionnaire. Respondents provided their answers using the Likert scale, allowing the results to be processed and analysed statistically. This survey method has the advantage of producing objective and representative data while also enabling the exploration of relationships between variables. The data were analysed using quantitative descriptive analysis. The analysis was conducted to describe data characteristics, identify relationships between variables, and test hypotheses using statistical analysis techniques such as classical assumption tests, simple linear regression analysis, and hypothesis testing.

In this study, the independent variable is brand ambassador, defined as an individual entrusted to represent a product icon and act as a marketing instrument that represents the product. The indicators of this variable include the extent to which the brand ambassador is easily recognised by the public, the trustworthiness and good image possessed by the brand ambassador, the brand ambassador’s appearance and personality that attract consumers’ attention, and their influence on consumers’ purchase decisions.

The dependent variable is purchase decision, which refers to the steps taken by buyers in selecting products or services that suit their needs after evaluating various aspects such as price, quality, and personal preferences. The indicators of this variable include problem recognition, which occurs when buyers feel a specific need or problem; information search, where buyers begin gathering information about the product and its competitors; evaluation of alternatives, where buyers compare one product with another to find the most suitable choice; purchase decision, which occurs when buyers select the product that best matches their preferences; and post-purchase behaviour, where buyers assess or provide feedback in the form of ratings or criticisms regarding the product.

## **RESULTS AND DISCUSSION**

### **Respondent Characteristics**

The sampling mechanism used in this study was purposive sampling, where respondents were selected based on criteria predetermined by the researcher. The characteristics of respondents used as the basis for selection in this study included being a member of the MYNE community (MY Indonesia), being a member of the WhatsApp group “MYNE by AESPAINAUNION – Roomchat,” which is a dedicated group for the MY Indonesia community, having knowledge that aespa is the brand ambassador of Nabati, and having made a purchase of Nabati products since December 2024. Because these criteria were determined in advance, the researcher did not include questions regarding age, gender,

or other demographic information in the questionnaire. Thus, all respondents who filled out the questionnaire were in accordance with the target population required for this research.

Respondents' responses regarding the influence of aespa as a brand ambassador (X) on the purchase decisions of Nabati products (Y) were collected through questionnaires distributed to 128 people. The answers from these questionnaires were indicated using values ranging from 1 to 4 on each measurement scale, where 1 represents the lowest score and 4 represents the highest score.

### Brand Ambassador

Brand ambassador as the independent variable (X) plays a role in influencing consumer decisions in purchasing products, where the presence of a brand ambassador can increase consumer trust and attraction towards Nabati products. There are four main criteria considered in selecting a brand ambassador, which are visibility, credibility, attractiveness, and power. The results of respondents' responses regarding the brand ambassador variable (X) are presented as follows.

**Table 1.**  
**Recapitulation of Respondents' Responses of Brand Ambassador Variable**

| No    | Statement   | Score |     |    |     | Total Score |
|-------|---|-------|-----|----|-----|-------------|
|       |   | VA    | A   | NA | VNA |             |
| 1     | Aespa is widely known by people around me.  | 74    | 52  | 2  | 0   | 456         |
|       | Weighted Score  | 296   | 156 | 4  | 0   |             |
| 2     | I often see aespa in Nabati product advertisements on social media.                     | 81    | 42  | 4  | 1   | 459         |
|       | Weighted Score  | 324   | 126 | 8  | 1   |             |
| 3     | Aespa has the ability to represent Nabati products well.                                | 91    | 36  | 1  | 0   | 474         |
|       | Weighted Score  | 364   | 108 | 2  | 0   |             |
| 4     | I trust the information conveyed by aespa about Nabati products.                        | 81    | 46  | 1  | 0   | 464         |
|       | Weighted Score  | 324   | 138 | 2  | 0   |             |
| 5     | Aespa's appearance and style attract my attention towards Nabati products.              | 86    | 41  | 1  | 0   | 469         |
|       | Weighted Score  | 344   | 123 | 2  | 0   |             |
| 6     | Nabati advertisements featuring aespa make me interested in learning more about Nabati. | 79    | 46  | 3  | 0   | 460         |
|       | Weighted Score  | 316   | 138 | 6  | 0   |             |
| 7     | Aespa has a significant influence on my decision to purchase Nabati products.           | 79    | 48  | 1  | 0   | 462         |
|       | Weighted Score  | 316   | 144 | 2  | 0   |             |
| 8     | I prefer Nabati products because they are promoted by aespa.                            | 84    | 42  | 2  | 0   | 466         |
|       | Weighted Score  | 336   | 126 | 4  | 0   |             |
| Total |   |       |     |    |     | 3.710       |

Source : data analysed by researcher, 2025

From the table 1 above, a summary of the brand ambassador variable can be seen from the total score obtained, which is 3,710. The following is the method used to identify the maximum and minimum values. The maximum value is calculated as  $8 \times 4 \times 128$ , resulting in 4,096. The minimum value is calculated as  $8 \times 1 \times 128$ , resulting in 1,024.

$$\frac{\text{maximum score} - \text{minimum score}}{\text{score}} = \frac{4.096 - 1.024}{4} = \frac{3.072}{4} = 768$$

To determine the category level of the brand ambassador variable, it can be identified as follows. A score ranging from 3,328 to 4,096 is categorised as “Strongly Agree.” A score ranging from 2,560 to 3,328 is categorised as “Agree.” A score ranging from 1,792 to 2,560 is categorised as “Disagree.” A score ranging from 1,024 to 1,792 is categorised as “Strongly Disagree.”

Based on the previous explanation, it can be concluded that the brand ambassador variable (X) falls under the “Strongly Agree” category. This highest category obtained from the criteria indicates that aespa was chosen as a brand ambassador because they are trusted for the statements they convey, thus making consumers confident in purchasing Nabati products.

### Purchase Decision Variable

The purchase decision is a personal activity that is directly related to the process of choosing to buy a product offered by a seller. Buyers will evaluate the product alongside various other options based on the information available, until they eventually decide whether or not to make a purchase. The following data were obtained from respondents regarding their purchase decisions related to Nabati products:

**Table 2.**

**Recapitulation of Respondents’ Responses of Purchase Decision Variable**

| No | Statement  | Score |     |    |     | Total Score |
|----|--|-------|-----|----|-----|-------------|
|    |  | VA    | A   | NA | VNA |             |
| 1  | I realised my need for Nabati products after seeing aespa’s promotion.                         | 60    | 59  | 9  | 0   | 435         |
|    | Weighted Score   | 240   | 177 | 18 | 0   |             |
| 2  | I feel that Nabati products are suitable to meet my needs.                                     | 54    | 65  | 9  | 0   | 429         |
|    | Weighted Score   | 216   | 195 | 18 | 0   |             |
| 3  | I searched for more information about Nabati products after seeing aespa’s promotion.          | 83    | 42  | 2  | 1   | 463         |
|    | Weighted Score   | 332   | 126 | 4  | 1   |             |
| 4  | I searched for information about Nabati products related to aespa’s promotion.                 | 78    | 45  | 5  | 0   | 457         |
|    | Weighted Score   | 312   | 135 | 10 | 0   |             |
| 5  | I compared Nabati products with similar products after seeing aespa’s promotion.               | 71    | 46  | 9  | 2   | 442         |
|    | Weighted Score   | 284   | 138 | 18 | 2   |             |
| 6  | I find Nabati products more attractive than other products because they are promoted by aespa. | 82    | 44  | 2  | 0   |             |

|       |   |     |     |   |   |       |
|-------|---|-----|-----|---|---|-------|
|       | Weighted Score  | 328 | 132 | 4 | 0 | 464   |
| 7     | I decided to purchase Nabati products after seeing aespa's campaign.                      | 83  | 43  | 2 | 0 |       |
|       | Weighted Score  | 332 | 129 | 4 | 0 | 465   |
| 8     | I choose Nabati products as my main choice because of aespa's promotion.                  | 80  | 45  | 3 | 0 |       |
|       | Weighted Score  | 320 | 135 | 6 | 0 | 461   |
| 9     | I feel satisfied with Nabati products after purchasing them because of aespa's influence. | 83  | 41  | 4 | 0 |       |
|       | Weighted Score  | 332 | 123 | 8 | 0 | 463   |
| 10    | I plan to repurchase Nabati products in the future because of aespa's promotion.          | 71  | 56  | 1 | 0 |       |
|       | Weighted Score  | 284 | 168 | 2 | 0 | 454   |
| Total |   |     |     |   |   | 4.533 |

Source : data analysed by researcher, 2025

From the recapitulation table 2 of the purchase decision variable above, overall, the majority of respondents gave positive responses to the statements for each indicator. This is evident from the dominance of "Strongly Agree" and "Agree" scores for every statement. These results indicate that the promotional strategy using a brand ambassador is effective in building and strengthening consumers' purchase decisions regarding Nabati products. This is reflected in the total score obtained for the purchase decision variable, which is 4,533.

The formula to calculate the maximum and minimum values is as follows. The highest value is calculated as  $10 \times 4 \times 128$ , resulting in 5,120, while the lowest value is calculated as  $10 \times 1 \times 128$ , resulting in 1,280.

$$\frac{\text{maximum score} - \text{minimum score}}{\text{score}} = \frac{5.120 - 1.280}{4} = \frac{3.840}{4} = 960$$

To determine the category level of the purchase decision variable, it can be identified as follows. A score ranging from 4,160 to 5,120 is categorised as "Strongly Agree." A score ranging from 3,200 to 4,160 is categorised as "Agree." A score ranging from 2,240 to 3,200 is categorised as "Disagree." A score ranging from 1,280 to 2,240 is categorised as "Strongly Disagree."

Based on this explanation, it can be concluded that the purchase decision variable falls under the "Strongly Agree" category. The highest category was obtained from the purchase decision criteria with a total score of 926. The statement "*I decided to purchase Nabati products after seeing aespa's campaign*" was the most agreed upon by respondents, with a total score of 465.

### Validity Test

This test focused on two factors, namely brand ambassador and purchase decision. The method applied was to analyse the correlation between the value of each statement item and the total score of the variable or construct. The test was conducted by comparing the calculated r-value (r count) with the r table value. A variable is considered valid if the calculated r-value exceeds the r table value. Based on a significance level of 0.05 and a

sample size (n) of 128 with degrees of freedom (df) = n – 2, the r table value obtained was 0.174. The test produced the following findings:

**Table 3.**  
**Validity Test Result**

| No Item | Variable             | Corrected Item Total Correlation | R Table | Description |       |
|---------|----------------------|----------------------------------|---------|-------------|-------|
| 1.1     | Brand Ambassador (X) | 0,533                            | 0,174   | Valid       |       |
| 1.2     |                      | 0,564                            | 0,174   | Valid       |       |
| 2.1     |                      | 0,541                            | 0,174   | Valid       |       |
| 2.2     |                      | 0,583                            | 0,174   | Valid       |       |
| 3.1     |                      | 0,502                            | 0,174   | Valid       |       |
| 3.2     |                      | 0,523                            | 0,174   | Valid       |       |
| 4.1     |                      | 0,451                            | 0,174   | Valid       |       |
| 4.2     |                      | 0,508                            | 0,174   | Valid       |       |
| 1.1     |                      | Purchase Decision (Y)            | 0,507   | 0,174       | Valid |
| 1.2     |                      |                                  | 0,485   | 0,174       | Valid |
| 2.1     | 0,495                |                                  | 0,174   | Valid       |       |
| 2.2     | 0,422                |                                  | 0,174   | Valid       |       |
| 3.1     | 0,564                |                                  | 0,174   | Valid       |       |
| 3.2     | 0,455                |                                  | 0,174   | Valid       |       |
| 4.1     | 0,449                |                                  | 0,174   | Valid       |       |
| 4.2     | 0,544                |                                  | 0,174   | Valid       |       |
| 5.1     | 0,482                |                                  | 0,174   | Valid       |       |
| 5.2     | 0,501                |                                  | 0,174   | Valid       |       |

Source : data analysed by researcher, 2025

From the data in the table above, an item is considered valid if the calculated r-value (Corrected Item-Total Correlation) is greater than the r table value. The data presented in the table indicate that each statement has a correlation exceeding the r table value of 0.195. Thus, it can be concluded that every question asked is considered valid, as the calculated r-values exceed the r table value.

**Reliability Test**

This test was conducted to determine how consistent the respondents were in answering the research statements. The researcher carried out the reliability test using the SPSS 29 software and the Cronbach’s Alpha coefficient ( $\alpha$ ) statistical test. A variable is considered reliable if the  $\alpha$  value exceeds 0.60. The analysis produced the following findings:

**Tabel 4.**  
**Reability Test Result**

| Variabel              | Alpha Cronbach | Critical Value | Description |
|-----------------------|----------------|----------------|-------------|
| Brand Ambassador (X)  | 0,625          | 0,60           | Reliabel    |
| Purchase Decision (Y) | 0,649          | 0,60           | Reliabel    |

Source : data analysed by researcher, 2025

From the findings of the reliability test described above, it can be concluded that the statements regarding the brand ambassador and purchase decision are reliable. This is evidenced by the Cronbach's Alpha value for the brand ambassador variable, which is 0.625, exceeding the threshold of 0.60. Meanwhile, the Cronbach's Alpha value for the purchase decision variable is 0.649, which also exceeds 0.60, and therefore both are considered reliable.

**Normality Test**

This test was conducted to ensure whether the data from a sample follow a normal distribution pattern. Using the Kolmogorov-Smirnov test as one of the applicable methods, the significance value (p) was compared with the significance level ( $\alpha$ ) of 0.05. If the p value exceeds 0.05, the data are considered to be normally distributed. The test produced the following findings:

**Table 5.**  
**Normality Test Result**

| One-Sample Kolmogorov-Smirnov Test  |                |                         |
|-------------------------------------|----------------|-------------------------|
|                                     |                | Unstandardized Residual |
| N                                   |                | 128                     |
| Normal Parameters <sup>a,b</sup>    | Mean           | ,0670313                |
|                                     | Std. Deviation | ,88506934               |
| Most Extreme Differences            | Absolute       | ,058                    |
|                                     | Positive       | ,058                    |
|                                     | Negative       | -,052                   |
| Test Statistic                      |                | ,058                    |
| Asymp. Sig. (2-tailed) <sup>c</sup> |                | ,200 <sup>d</sup>       |
| a. Test distribution is Normal.     |                |                         |

Source : data analysed by researcher, 2025

From the Kolmogorov-Smirnov test results on table 5 above, the Asymp. Sig. (2-tailed) value obtained was 0.200, which exceeds 0.05. Therefore, it can be concluded that the regression model can operate optimally and the data in this study meet the normality assumption.

**Linearity Test (Curve Test)**

The linearity test was conducted to identify whether the relationship between the independent variable and the dependent variable is linear. The relationship between variables can be either positive (in the same direction) or negative (in the opposite direction). In this test, if the Sig. value for Deviation From Linearity exceeds 0.05, it indicates that variables x and y are linear. However, if the Sig. value for Deviation From Linearity is below 0.05, it means that variables x and y are not linear. Meanwhile, if the Sig. value for Linearity exceeds 0.05, it indicates that variables x and y are not linear, whereas if the Sig. value for Linearity is less than 0.05, it indicates that variables x and y are linear.

**Table 6.**  
**Linearity Test Result**

| ANOVA Table |                |    |             |   |      |
|-------------|----------------|----|-------------|---|------|
|             | Sum of Squares | df | Mean Square | F | Sig. |

|   |                |                |         |     |         |        |       |
|---|----------------|----------------|---------|-----|---------|--------|-------|
| Purchase Decision *<br>Brand Ambassador | Between Groups | (Combined)     | 367,417 | 10  | 36,742  | 6,806  | <,001 |
|   |                | Linearity      | 297,835 | 1   | 297,835 | 55,169 | <,001 |
|   |                | Deviation from | 69,581  | 9   | 7,731   | 1,432  | ,182  |
|   | Within Groups  |                | 631,638 | 117 | 5,399   |        |       |
|   | Total          |                | 999,055 | 127 |         |        |       |

Source: data analysed by researcher, 2025

From the test results in Table 6 above, the Sig. value for Deviation From Linearity was 0.182, which is greater than 0.05, and the Sig. value for Linearity was 0.001, which is less than 0.05. Therefore, based on these results, it can be concluded that the linearity assumption has been fulfilled.

### Simple Linear Regression Analysis Results

Simple linear regression is a statistical technique used to evaluate the relationship between an independent variable (X) and a dependent variable (Y). This method assesses the extent to which variable X influences Y and estimates the value of Y based on the value of X.

**Table 7.**  
**Simple Linear Regression Result**

| Coefficients <sup>a</sup> |                  |                             |            |                           |       |       |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|                           |                  | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant)       | 15,094                      | 2,785      |                           | 5,419 | 0,000 |
|                           | Brand Ambassador | 0,701                       | 0,096      | 0,546                     | 7,316 | 0,000 |

a. Dependent Variable: Purchase Decision

Source: data analysed by researcher, 2025

From the output in the table, it is shown that variable X (brand ambassador) has a significant positive effect on the purchase decision. This is indicated by the regression coefficient (B) with a value of 0.701 and a significance value of less than 0.001, which is below 0.05. This means that every one-unit increase in perception of the brand ambassador will result in an increase of 0.701 units in the purchase decision. The constant value of 15.094 indicates the predicted value of the purchase decision when there is no influence from the brand ambassador. Therefore, the simple linear regression equation is as follows.

$$Y = 15,094 (\alpha) + 0,701 (X) + e$$

From this equation, the constant ( $\alpha$ ) of 15.094 means that if the brand ambassador remains constant, the resulting sales would be 15.094. Meanwhile, the regression coefficient ( $\beta$ ) of the independent variable (X) is 0.701 and is positive, indicating that each one-unit increase in campaign perception will increase sales by 0.701 units.

### Hypothesis Testing

#### Partial Test (t-test)

The t-test in this study was conducted to identify the significant influence of the brand ambassador variable (X) on the purchase decision variable (Y). The term “significant”

indicates that the observed effect can be generalised to the population. The table below presents the findings of this test.

**Table 8.**  
**T-Test Result**

| Coefficients <sup>a</sup> |                  |                             |            |                           |       |       |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|                           |                  | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant)       | 15,094                      | 2,785      |                           | 5,419 | 0,000 |
|                           | Brand Ambassador | 0,701                       | 0,096      | 0,546                     | 7,316 | 0,000 |

a. Dependent Variable: Purchase Decision

Source: data analysed by researcher, 2025

From these results, with a significance level of 0.05 and degrees of freedom (df) of  $n - k$ , which is  $128 - 2 = 126$ , the t-table value was 1.979. In this test, the calculated t value was 7.316, which exceeds the t table value of 1.661, and the significance value was 0.000, which is less than 0.05. This indicates that the brand ambassador variable (X) has a significant partial effect on the purchase decision variable (Y).

**R<sup>2</sup> Test (Coefficient of Determination)**

A model is measured by how well it explains the variation in the dependent variable, as assessed through the R<sup>2</sup> test.

**Table 9.**  
**Coefficient of Determination Test (R<sup>2</sup>)**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,546 <sup>a</sup> | 0,298    | 0,293             | 2,359                      |

a. Predictors: (Constant), Brand Ambassador  
b. Dependent Variable: Purchase Decision

Source: data analysed by researcher, 2025

From the results of the test on Table 9 above conducted, it was found that the R<sup>2</sup> value reached 0.298 or 29.8%, which means that variable X (brand ambassador) has an impact of 29.8% on variable Y (purchase decision). Meanwhile, the remaining 70.2% is influenced by other factors not analysed or included in this regression model.

The results obtained from all the discussions above indicate that aespas as a brand ambassador has a significant influence on the purchase decision of Nabati products within the MYNE community. This finding aligns with the theory of Kotler & Keller (2021) which states that a brand ambassador can create an emotional connection between the consumer and the brand through their personality, image, and influence.

All four brand ambassador indicators – visibility, credibility, attractiveness, and power – show that aespas is easily recognised by the public, has a good image, attracts consumers, and influences their purchase decisions. This is consistent with the research by Laraswati (2023), which found that Han So Hee was effective in increasing Somethinc purchase decisions, as well as the study by Lisy Militia Christy Gracia Kalumata, Maryam M. Mangantar & Ferdinand J. Tumewu (2024), which showed that Enhypen as a brand

ambassador had a positive impact by significantly increasing Nabati purchases. The research by Novanda Dwi Ramadhani, Donny Dwi Setiabudi & Diva Apriliana Puspasari (2024) also stated that K-Pop artists as brand ambassadors positively influence consumer purchase intentions.

These findings prove that Nabati's collaboration with aespa has succeeded in increasing brand awareness and purchase decisions, especially among K-pop fans (MYNE) who have high loyalty and emotional attachment to their idols. Aespa's global popularity, futuristic image, and high social media engagement support the effectiveness of Nabati's marketing strategy.

## CONCLUSION

This study aimed to determine the extent to which aespa, as a brand ambassador, influences the purchase decision of Nabati products within the MYNE community using the VisCAP model. Based on the results obtained, it can be concluded that aespa as a brand ambassador has a significant influence on the purchase decision of Nabati products. This is evident from the simple linear regression analysis results showing a significance value less than 0.05 with a regression coefficient value of 0.653, meaning that each increase in brand ambassador effectiveness leads to an increase in consumer purchase decisions. The four indicators of brand ambassador – visibility, credibility, attractiveness, and power – play important roles in influencing purchase decisions. Aespa is considered easily recognisable by the public, has a good and trusted image, possesses an appearance and style that attract consumer attention, and is capable of influencing the purchase decisions of Nabati products among the MYNE community.

These findings further strengthen Kotler and Keller's theory stating that brand ambassadors can create emotional connections between consumers and brands through their personality, image, and influence. Additionally, this research supports previous studies by Laraswati (2023) regarding the effectiveness of Han So Hee as a brand ambassador in increasing Somethinc purchase decisions, and by Lisy Militia Christy Gracia Kalumata, Maryam M. Mangantar, and Ferdinand J. Tumewu (2024) who found that Enhypen as a brand ambassador significantly influenced the purchase decisions of Nabati products.

Based on these results, future research opportunities include adding other variables such as electronic word-of-mouth or brand image to examine their combined influence with brand ambassador on purchase decisions, as well as expanding the research objects beyond the MYNE community to observe differences in Nabati consumer purchase decision behaviour among non-K-pop fans. Future research is also expected to use mixed-method or qualitative approaches to explore in more depth the psychological and emotional factors affecting consumer purchase decisions regarding products resulting from collaborations with K-pop idol brand ambassadors.

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