

ABSTRACT

Somethinc is one of the Indonesian skincare brands that was present in 2019. On January 1, 2022, Somethinc announced NCT Dream as its newest brand ambassador. The enthusiasm given by Somethinc users and NCT Dream fans made the Somethinc.com website server down because too many people were accessing the website at the same time. Therefore, the purpose of this study was to determine the effect of E-service Quality on purchasing decisions for Somethinc X NCT Dream products with Brand Ambassador as a moderating variable.

This research uses quantitative method with descriptive-causality research type. The population in this study are consumers who know that SomeThinc collaborates with NCT Dream with the target respondents being young women in the Bandung area and its surroundings. Sampling was done by non-probability sampling method, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and causality analysis using SEM-PLS.

Based on the findings in the study, it was found that E-Service Quality on the SomeThinc website had a significant effect on purchasing decisions for SomeThinc x NCT Dream products. Then the Brand Ambassador in the Somethinc product collaboration has a significant effect on purchasing decisions for Somethinc x NCT Dream products. Brand Ambassador significantly does not moderate the effect of E-Service Quality on purchasing decisions for Somethinc x NCT Dream products. Although the E-Service Quality on the website has been assessed as good by the respondents, it is recommended for the company to make improvements to the website system and sales process both on the company's official website and outside the website. And also reconsider the use of artists who will be used as Brand Ambassador.

Keywords: *E-Service Quality, Purchase Decision, Brand Ambassador*