

ABSTRACT

Something is a brand engaged in the field of beauty in Indonesia. In the current competition in their field, companies are certainly required to be able to produce a good image in order to gain strong relationships and trust with consumers and obtain positive value among consumers. Bearing this in mind, they finally decided to follow the Korean Wave phenomenon by collaborating with one of the boy bands from South Korea, namely NCT Dream, as their brand ambassador. This study aims to dig deeper into the connection or influence of the collaboration between NCT Dream and Something.

The method used in this study is a descriptive quantitative method using a non-probability sampling technique with purposive sampling. Respondent data was collected by distributing online questionnaires using the Google form which was distributed to 100 respondents.

Based on the results of simultaneous hypothesis testing, the brand ambassador variable and product quality have an influence on the intention to buy Somethink products. This is evidenced by the Fhitung of 45.017 greater than the Ftable of 3.09 with a significance level of 0.000. Based on the partial results of the hypothesis (T test) it is found that Brand Ambassador (X1) and Product Quality (X2) contribute to Purchase Interest (Y) of 47.1% and the remaining 52.9% is influenced by other factors outside the research.

The conclusion from this study, the influence of brand ambassadors and product quality on purchase intention. However, there are a number of items that need to be improved, such as the company must provide clearer information related to Something's product and maximize the design and delivery of packaging to consumers.

Keywords: *Brand Ambassador, Product Quality, Purchase Interest*