

ABSTRACT

The growing trend of Korean Pop or K-pop is currently very popular in Indonesia. For K-pop fans, following the appearance trend of Korean idols has become a standard in itself. In the midst of this K-pop trend comes a new toothpaste brand CLICK which at the time of its product launch held NCT 127 as the brand ambassador of their toothpaste products. In introducing its products, NCT 127 participates in starring in advertisements aired by CLICK so that it can influence brand image which will have a good impact on consumer buying interest by potential consumers of CLICK toothpaste. This study aims to determine the influence of the role of advertising and brand ambassador NCT 127 on consumer buying interest which is influenced by the brand image of CLICK brand toothpaste.

The research method used in this research is a quantitative method with descriptive analysis where sampling is done by non-probability sampling method with 100 respondents. The data processing technique used in this research is to use Structural Equation Modeling (SEM) using SmartPLS 3.0 software.

The results of this study are the variable Advertising (X1) has a positive and significant effect on Brand Image (Y), Brand Ambassador (X2) has a positive and significant effect on Brand Image (Y), Advertising (X1) has a positive and significant effect on Consumer Purchase Interest (Z), Brand Ambassador (X2) has a positive but insignificant effect on Consumer Purchase Interest (Z), Brand Image (Y) has a positive and significant effect on Consumer Purchase Intention (Z), the Advertising variable (X1) has a positive and significant effect on Consumer Purchase Intention (Z) through Brand Image (Y), and the Brand Ambassador variable (X2) has a positive and significant effect on Consumer Purchase Interest (Z) through Brand Image (Y).

The results showed that brand image has a positive and significant effect in mediating advertising on consumer buying interest in CLICK toothpaste and brand image has a positive and significant effect in mediating NCT 127's brand ambassador on consumer buying interest in CLICK toothpaste. The advice given by researchers to companies is to pay more attention to what information will be conveyed so that consumers will better understand the content of the messages conveyed through advertisements and the CLICK brand manager can provide direction or guidance in communicating to consumers so that the communication that is established is more significant in supporting the performance of NCT 127 as the brand ambassador of CLICK toothpaste.

Keywords: Advertising, Brand Ambassador, Brand Image, Consumer Purchase Interest