

ABSTRACT

This study aims to determine the effect of the net dream brand ambassador on purchasing decisions for Lemonilo noodle products through brand image. The choice of Lemonilo as a research object because according to DailySocial.id shows that Lemonilo's original instant noodles have established its reputation as a healthy instant noodle brand in the minds of the general public (Ayu and Sugeng 2022).

This research is a quantitative study with the population in this study being the younger generation in Indonesia who are in the age range of 16-30 years and the sample calculated by the Bernoulli formula, the calculation result is 384.16 or rounded up to 400 respondents. Therefore this research requires 400 young people aged 16-30 years and buy Lemonilo Products.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are young people in Indonesia who are in the age range of 16-30 years and have purchased Lemonilo products as many as 400 people regarding the NET DREAM brand ambassador for Lemonilo products, is quite helpful in improving the product. . Lemonilo and sales, due to the fame of NET DREAM as its brand ambassador, the brand image of Lemonilo products is quite good and that there are purchasing decisions that are considered quite appropriate by teenagers aged 16-30, because Lemonilo products are quite good and have NET MIMPI brand ambassadors .

Keywords: *brand ambassador, purchase decision, brand image*