

ABSTRACT

This study aims to analyze the effect of Brand Ambassadors on customer satisfaction on tostos products. The use of Brand Ambassadors is one of the effective promotional strategies in building positive consumer perceptions and influencing purchasing decisions. The tostos Brand Ambassador (NCT DREAM) was chosen based on its popularity, credibility, attractiveness, and ability to form a strong product image in the minds of consumers. This research uses a quantitative approach with a survey approach through distributing questionnaires. Sampling using non-probability methods with purposive sampling technique as many as 100 respondents who are Instagram followers @tostosid and have consumed tostos products. Based on the research results in the partial hypothesis test (t test), it is found that there is an effect of Brand Ambassador on customer satisfaction with a value of 27.4% and the other 72.6% value is influenced by other factors not examined in this study. These findings are expected to be a reference for marketing practitioners in developing a strategy for selecting Brand Ambassadors and more effective marketing communications to increase customer satisfaction.

Keywords: *Brand Ambassador, Customer Satisfaction, NCT DREAM, Tostos.*