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## The Influence of Islamic Brand Image and Brand Ambassador Regarding Electronics Product Purchase Decision Making



**Abstract:** - The aim of this research is to test and analyze the influence of Islamic Brand Image and Brand Ambassador both partially and simultaneously on electronics product purchasing decision making. This type of research is included in the quantitative research category (Explanatory Research) testing the influence between variables, in this case the Brand Image, Brand Ambassador variables and product purchasing decisions. The number of samples in the research was 100 customers or fans of the Korean Boy Group NCT Dream in Banjarbaru. The analysis tool used by SPSS and the research results show that the Brand Image variable partially has a significant effect on product purchasing decisions with a t-count of 5.638 with a t-significance of 0.000. tcount is greater than ttable  $5.638 > 1.985$  and significance is smaller than 0.05, namely  $0.000 < 0.05$ , Brand Ambassador partially does not have a significant effect on product purchasing decisions with a t count of 1.459 with a t significance of 0.090. Because the calculated t is smaller than the t table  $1.459 < 1.985$  and the significance is greater than 0.05, namely  $0.148 > 0.05$ , it can be concluded that the Brand Ambassador variable (X2) has no significant effect on the Purchase Decision variable (Y). and Brand Image and Brand Ambassador simultaneously have a significant influence on product purchasing decisions, this is shown by the results of the Sig value of the Brand Image and Brand Ambassador variables on Purchasing Decisions of  $0.000 < 0.05$  and a calculated f value of  $23.040 > 3.090$ .

**Keywords:** Islamic, Electronics, Brand, Image, Ambassador, Purchase

### I. INTRODUCTION

In line with the continuing development of the times, companies are required to be able to survive by winning the competition in capturing the market, considering the current era of global competition and increasingly tight competition (Sukmarani, in Yusuf, et al 2022). To win the competition in capturing the market of course requires an effective strategy. An effective strategy is a strategy where the company must be able to understand the behavior of the consumers it serves, so that the company can prepare or provide products that meet the product criteria needed or desired by its customers or consumers (Arizal et al., 2021).

Apart from that, another important thing that the company needs to pay attention to is how the company is able to create a brand image of the products it produces for the market or customers it serves. Through this brand image strategy, apart from giving a positive impression, it will also increase the confidence and trust of the customers or consumers being served. According to Kotler and Keller in Jesica et al (2023) states brand image is the perception and belief held by consumers. If a company has the ability to provide a good image to the customers or consumers it serves, the trust and loyalty of customers or consumers will automatically increase (Norrahmiati & Suharto, 2021).

Apart from that, considering the large number of branded products circulating on the market, competition has become tight, therefore companies also need to organize competitive strategies, such as making their products look different from the products produced by competitors. According to Sapitri & et al (2020), brand image is a brand that must be based on strong planning and marketing and not haphazardly, because there is an indirect commitment to consumers. This is intended for branding so that it remains known to the public. Consumers tend to look at well-known brands rather than the main function of the product. Famous brands also have guaranteed quality. Seeing this situation, marketers must popularize their brands in order to compete in the market. This method can be done by using things that are currently liked by many people, one of which is using Brand Ambassadors (Ramadhani et al., 2021).

The rapid progress of information technology today, such as social media, means that access to any information is easy to obtain. One example is the Korean Wave or a term for spreading Korean popular culture. It can be seen how powerful the spread of Korean popular culture is through social media. Such as Korean music or Kpop, Korean drama or kdrama or what is usually called Korean drama, clothing styles, Korean style make up and many more. There is no country that does not know Korean culture, including Indonesia itself, South Kalimantan is no exception (Shaddiq & Handayani, 2021).

Not a few local companies take advantage of this momentum or phenomenon as a brand strategy to market local products, one of which is PT. Lemonilo collaborates with kpop idols to make them brand ambassadors for their

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products. Using Korean artists as brand ambassadors for local products has advantages, including building a positive image for the product (Indriningtias, 2022). According to Prastiwi et al (2022), generally, brand ambassadors are taken from famous people, people who are on the rise or who are at the top of the current trend. In a company, the use of brand ambassadors is needed to influence consumers to buy a product. One of the kpop idols who has been made a brand ambassador by PT.Lemonilo is the currently famous NCT Dream. This promotional strategy using brand ambassadors is no longer something new, many other local brands have used brand ambassadors from local artists and international artists. and this strategy is considered very efficient (Shaddiq et al., 2021).

The product made by PT. Lemonilo in collaboration with kpop idol NCT Dream is the noodle product. Due to the many local brand noodle competitors, PT. Lemonilo has released a noodle product that is different from noodles in general, green noodles made from natural ingredients such as spinach essence, turmeric and green onions, because noodles are a staple ingredient. everyday life. So this strategy can be judged that PT. Lemonilo produces noodle products that contain vegetables which are good for health (Wijaya et al., 2021).

Based on Instantnoodles data, Indonesian instant noodle consumption increased 4.98% to 13.27 billion packs in 2021 compared to the previous year. This number places Indonesia's consumption as the second largest in the world after China with consumption of 43.99 billion packs last year. On the other hand, the results of the Indonesian Population Expenditure Consumption survey by the Central Statistics Agency (BPS) in March 2021 showed that the Indonesian population consumed 48 packs of instant noodles a year or a total of 13.2 billion packs throughout Indonesia, with an average weight per pack is 80 grams.

According to the Jakarta article, CNCB Indonesia, it is proven that Indonesian consumption of instant noodles in 2022 will reach 990 million packs. Indonesia is the country with the second highest consumption of instant noodles in the world. Defeated by China/Hong Kong, and followed by Vietnam in third place. Of this total, there are many instant noodle brands that are consumed by the public, so competition from these brands is quite tight. Companies compete to maintain their products (Irpan et al., 2021).

According to [compas.co.id](https://www.compas.co.id), Lemonilo instant noodles are in the top 10 best-selling instant noodle rankings in e-commerce, such as Shopee, Tokopedia, Blibli. Lemonilo brand instant noodles occupy the number 3 position for best-selling instant noodles in e-commerce. With a noodle product that is different from other instant noodles, Lemonilo noodles use natural ingredients in making their products (Iyansyah et al., 2021).

Brand image refers to the perception and impression that consumers have of a brand, which is formed by their experiences, beliefs, feelings and attitudes towards the brand. Therefore, Lemonilo is adding to its strategy to continue to be able to make their brand image continue to be trusted and remembered by the public by making the Korean Wave phenomenon, especially seeing the enthusiasm of teenage millennials towards K-Pop, as a marketing opportunity to attract consumers, making NCT Dream a brand ambassador to increase their sales. How do people remember this lemonilo brand which collaborates with international artists? The relationship between Brand Image and Brand Ambassador can lead to purchasing decisions for consumers (Zainul & Shaddiq, 2023).

The city of Banjarbaru itself is the capital of the province of South Kalimantan. In Banjarbaru itself, the name NCT Dream, especially as brand ambassador, is already familiar to fans of the boy group (Handayani et al., 2022).

Before deciding to buy Lemonilo products, of course consumers have certain reasons. The nature of purchasing is usually inseparable from the nature of a consumer and his behavior, so that consumers have their own reasons in determining their purchasing decisions, especially as the Lemonilo noodle product itself has different characteristics of noodles in general, using natural vegetable ingredients, which still prioritizes health. in the product, so that people who don't like eating vegetables might be able to consume lemonilo noodles, especially for children. Apart from that, Lemonilo also collaborates with Kpop artists who are hits among teenagers, even in the noodle packaging there is a fit card for each NCT Dream member if they are lucky, which is more attractive to teenagers who idolize NCT Dream. However, each person's purchasing decision is of course different depending on their individual needs (Iwu, 2024).

According to Imanda et al (2024) in their study, it shows that Brand Image has a positive perception by consumers, with variables that get good scores. Brand Ambassadors also have a good image and influence consumer buying interest.

Meanwhile, according to Winarno et al (2023), in their study, Brand Image contributes to purchasing decisions. This proves that the better the brand image of a product, the more likely customers will be interested in making purchasing decisions with a good brand image compared to other brands. Brand Ambassadors do not contribute to purchasing decisions. This can be proven that famous celebrities who are used as brand ambassadors are not always the goal of consumers to buy a product (Shaddiq & Wanidison, 2021).

From these two studies, brand image influences purchasing decisions, while brand ambassadors do not always influence someone's purchasing decisions. In their research (Sangadji & Sopiah, in Ariyanti, 2021) at the purchasing decision stage, consumers are influenced by two main factors that exist between purchasing intentions and purchasing decisions. Many factors can influence consumer purchasing decisions for a product, such as brand image and brand awareness. Brand image can be positive or negative, depending on p. Based on the background above, researchers are interested in conducting research entitled "The Influence of Brand Image and Kpop NCT Dream Brand Ambassadors on the Decision to Purchase Lemonilo Noodles (Study of NCT Dream Boygroup Fans in Banjarbaru)". a person's perception of the brand and e-marketing (Ramadhani et al., 2021).

## II. FORMULATION OF THE PROBLEM

From the background of the problem, the problem formulation in this research includes:

- 1). Does Brand Image have a significant influence on purchasing decisions for Mie Lemonilo products in Banjarbaru?
- 2). Does the Brand Ambassador have a significant influence on purchasing decisions for Mie Lemonilo products in Banjarbaru?
- 3). Do Brand Image and Brand Ambassador have a significant influence on purchasing decisions for Mie Lemonilo products in Banjarbaru?

## III. RESEARCH OBJECTIVES

- 1). To determine the influence of Brand Image on purchasing decisions for Mie Lemonilo products in Banjarbaru.
- 2). To determine the influence of Brand Ambassador on purchasing decisions for Lemonilo Noodle products in Banjarbaru.
- 3) To determine the influence of Brand Image and Brand Ambassador on purchasing decisions for Mie Lemonilo products in Banjarbaru.

## IV. LITERATURE REVIEW

### 4.1 Understanding Brand Image

A brand is the complete combination of associations that people imagine when they hear the name of a company or product. A brand is anything associated with a company, product, or service with all attributes, both tangible and intangible. Brand is what must be fought for, what must be done, said and displayed to the public. (Chandra Ade et al, 2023:21). Purchase intention can influence the brand image of a product. According to Tjiptono (2011:112) brand image is a description of consumer associations and beliefs towards a particular brand. Factors supporting the formation of a Brand Image in relation to brand associations are (Keller, 2003): superiority of brand associations, strength of brand associations, and uniqueness of brand associations (Wanidison & Shaddiq, 2021).

Define that brand image is a depiction of the extrinsic properties of products or services, including the brand's efforts to meet the social or psychological needs of its customers (Kotler & Keller, 2016). According to Wijayanto et al (2013), brand image is the perception and belief in a set of brand associations that occur in the minds of consumers. There is a close relationship between brand associations and brand image, where the associations that exist with a brand form the brand image, a brand association is anything related to memories about a brand. Association and imagery both represent various perceptions that may reflect reality and objectivity about a product. According to Laksono et al (2020), brand image is a guide used by consumers in evaluating products when they do not have sufficient knowledge about a product. So there is a tendency that consumers will choose products that are known either through experience using the product or based on information obtained from various sources. According to Zebuah (2018), brand image can be interpreted as visions and beliefs that are hidden in the minds of consumers as a reflection of associations that are held in consumers' memories. Having consumers' views and thoughts about a product can create trust in the brand which leads to consumer loyalty (Sudirwo & Shaddiq, 2023).

So in conclusion, brand image is a consumer's memory of a product or company when they want to buy a particular product. According to (Kotler, Keller, 2012) Brand Image indicators are divided into seven, including: a) Trusted as a well-known brand. b) . Attract buyers' interest. c) . Has various interesting variants. d) . Quality brand. e) . Competitive prices. f) . Has unique packaging. g) . Has a unique aroma (Handayani et al., 2022).

### 4.2. Definition of Brand Ambassador

According to Lea-Greenwood (2012), Brand ambassadors are a tool used by companies to communicate and connect with the public, regarding how they actually increase sales. Companies use brand ambassadors to influence

or invite consumers. Brand Ambassadors serve as a tool for companies to communicate and relate to the public to increase sales. A brand ambassador is someone who can represent a product or company and can talk a lot about the product being represented so as to have a big impact on product sales (Utami et al., 2022). According to Fasha & et al (2022), Brand Ambassador is a company's effort to influence consumers by using celebrities as endorsers in marketing product images, to increase consumer purchases of a product. According to Fransiscus et al (2022), brand ambassadors are efforts carried out by industry to influence or invite customers by using artists as icons in presenting the best image of an item, so that customers are interested in using the brand. According to Putra et al (2022), a brand ambassador is a representative or face appointed or contracted by a company whose aim is to persuasively influence consumers in purchasing products, by providing information about the product or brand they are currently using. According to Firman in Indriningtiyas (2022), a brand ambassador is someone who really likes a product and can persuade or attract customers to buy or use it.

The indicators used to measure Brand Ambassadors are based on (Lea-Greenwood, 2012) as follows: a. A celebrity's endorsement of the brand he represents. b. The suitability of the celebrity's profession with the product brand it represents. c. The selected advertising star has knowledge about the product. d. The advertising stars chosen are people who are experts in their field. e. The selected advertising stars have prior experience regarding advertising stars. f. The advertising star chosen is a modern person who always follows fashion developments. g. The advertising star chosen is someone who can attract (Hidayat et al., 2021).

#### 4.3. *Buying Decision*

The purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior. According to Kotler and Armstrong in their book Yenni (2022), consumer buying behavior refers to the purchasing behavior of individual and household final consumers who buy goods and services for personal consumption. Another definition of purchasing decisions is the buyer's decision about which brand to buy. Consumers can form the intention to buy the most preferred brand (Utami et al., 2022). According to Septyadi & et al (2022), purchasing decisions are a form of consumer behavior in using or consuming a product. In purchasing or using a particular product to make a decision, consumers will go through a process where the process is an illustration of how consumers analyze various inputs to make purchasing decisions. According to Gunarsih & et al (2021), the purchasing decision is a stage of the buyer's decision process, namely when consumers actually buy the product. Where consumers recognize the problem, look for information about a particular product or brand and also evaluate how well each alternative can solve the problem which then leads to a purchasing decision. The purchasing decision is the stage in the decision-making process where consumers actually buy. Before actually buying, consumers will go through several stages of the purchasing process. Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the company. (Kotler and Keller in Darmansah, 2020). Tijjang (2021), states that there are six roles that a person can play in relation to consumer purchasing decisions, namely: 1. Initiator, namely the person who first realizes that there is a desire or need that has not been met and suggests buying a good or service. 2. Influencers, namely people whose views or advice influence purchasing decision (Shaddiq, 2024).

#### 4.4. *Decision Maker (Decider)*

namely the person who determines purchasing decisions, for example whether to buy, what to buy, how to buy, or where to buy. 4. Buyer, namely the person who makes the actual purchase. 5. User, namely the person who consumes or uses the goods or services purchased. 6. Assessors (evaluators), namely people who provide feedback about the ability of the selected product to provide satisfaction. According to Ernawati (2019), promotion is another factor that influences purchasing decisions. Promotion is an important factor that must be carried out by a company. With promotions, a company can provide information to consumers about the products it creates. The advantages of this product can be known to consumers through promotions and can arouse consumers' interest in buying the product. Purchasing decision indicators according to Kotler & Armstrong (2010) in their book Yenni (2022) are: 1. Recognition of problem needs 2. Search for information 3. Evaluation of alternatives 4. Purchase decision

## V. RESEARCH METHODS

### 5.1 *Types of Research*

The research is quantitative research that tests the influence between variables. Paramita (2015) stated that quantitative research emphasizes testing theory through measuring research variables with numbers and analyzing

data using statistical procedures. This research uses a deductive approach which aims to test hypotheses. This research uses traditional, positivist, experimental or empirical paradigms.

5.2. Sample

This research uses a purposive sampling technique, with the following sample criteria: 1). Knowing Lemonilo X NCT Dream Instant Noodles 2). Have you ever purchased and consumed Lemonilo Instant Noodles 3). Domiciled in Banjarbaru 4). Are NCT Dream fans. The population in this study is known. The sample size was 100 people.

5.3 Data collection techniques and measurement scales

The data collection technique uses a questionnaire and the measurement scale uses a Likert scale.

VI. 6. RESEARCH RESULT

6.1 Validity test

The criterion for validity testing is to compare the r count with the r of this subsequent table which will be used as an indicator of the validity or non-validity of the question item used. Determine the r value of the table using the formula  $N-2$ , where N is the number of respondents. In this study the sample number (n)=100 with the counting of the formula  $100-2 = 98$ , with the alpha 0.05 yielding the r table = 0.1966. (Budi Darma,2021). Here are the validity test calculations using SPSS version 26 for each question of all Brand Image variables (X1), Brand Ambassador (X2), and Surveillance Decision (Y).

**Table 6.1. Brand Image Validity Test Results**

No.	Mark r count	Mark r table	Information
1.	0.303	0.1966	Valid
2.	0.569	0.1966	Valid
3.	0.764	0.1966	Valid
4.	0.809	0.1966	Valid
5.	0.638	0.1966	Valid
6.	0.765	0.1966	Valid
7.	0.661	0.1966	Valid

From table 6.1 describes all question items on the Brand Image variable (X1) stated as valid. This is because of the count r values > tables r.

**Table 6.2. Brand Ambassador Vaidity Test Results**

No.	Mark r count	Mark r table	Information
1.	0.391	0.1966	Valid
2.	0.556	0.1966	Valid
3.	0.583	0.1966	Valid
4.	0.615	0.1966	Valid
5.	0.627	0.1966	Valid
6.	0.667	0.1966	Valid
7.	0.512	0.1966	Valid

From table 6.2 describes all question items on the Brand Ambassador variable (X2) stated as valid. This is because of the count r values > tables r.

**Table 6.3. Purchasing Decision Validity Test Results**

No.	Mark r count	Mark r table	Information
1.	0.566	0.1966	Valid
2.	0.645	0.1966	Valid
3.	0.598	0.1966	Valid
4.	0.570	0.1966	Valid
5.	0.600	0.1966	Valid
6.	0.648	0.1966	Valid

From table 6.3 describes all question items on the variable Surveillance Decision (Y) stated as valid. This is because of the count r values > tables r.

6.2. Reliability Test

The reliability test measures the variable used through the question used. The reliability test is performed by comparing Cronbach's alpha value with the significant rate used. Significant rates that can be used are 0.5, 0.6 or 0.7. (Budi Darma, 2021) In this study the significant rate used is 0.6. Here are the results of the Reliability Test using SPSS version 26 for each question on each variable Brand Image (X1), Brand Ambassador (X2), and Surveillance Decision (Y).

**Table 6.4. Reliability Test**

Variable	Cronbach's Alpha	Nilai Cronbach's Alpha	Information
Brand Image (X1)	0.766	0.6	Reliable
Brand Ambassador (X2)	0.626	0.6	Reliable
Keputusan Pembelian (Y)	0.631	0.6	Reliable

From table 6.4 describe all items in the Brand Image variable (X1), Brand Ambassador (X2) and Surveillance Decision (Y) declared reliable. It's because of cronbach's alpha value > 0.6.

6.3 Classical Assumption Tests

6.3.1 Normality Tests The normality test in this study uses the Kolmogorov-Smirnov theory. In this test the data is said to be distributed normally if the value of significance > 0.05. ( Ir Sintha,2022).

**Table 6.5. Normality test  
One-Sample Kolmogorov-Smirnov Test**

Unstandardize d Residua

N	
Normal Parameters <sup>a,b</sup>	Mean

Std. Deviation		2,24628864
Most Extreme Differences	Absolute	,062
	Positive	,062
	Negative	-,039
Test Statistic		,062
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Table 6.5 above describes the results of the analysis of the one-Sample kolmogorov-Smirnov Test size of the significant value of Asymp. Sig. (2-tailed) is 0,200 > 0,05, can be concluded normal distributed data.

6.3.2 Multicolinearity test

The multicollinearity test aims to see whether or not there is a high correlation between free variables in a dual linear regression model. If there is a high collation between the free variable and the bound variable, then the relationship between free variables and the binding variable becomes disrupted.(Widarjono,2010) in (Nikolaus,2019). When tolerance > 0,10 there is no multicollinearity; if tolerance < 0,10 then there is multicollineration; and also when VIF < 10 there is none; and vice versa, if VIF > 10, there is multi-linearity.

**Table 6.6. Multicollinearity Test  
Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,101	3,510		1,738	,08
	BRAND IMAGE	,450	,080	,506	5,638	,00
	BRAND	,163	,111	,131	1,459	,14
	AMBASSADOR					

a. Dependent Variable: PURCHASING DECISIONS

Table 6.6 can be concluded: 1. The Brand Image variable tolerance value is  $0.866 > 0.10$  and the VIF value is  $1.154 < 10$ , then it is stated no occurrence of symptoms of multicollinearity. 2. The Brand Ambassador variable tolerancy value is  $0,866 > 0,10$  and VIF values are  $1,154 < 10$ , so it is not stated any occurrence.

6.3.3 Heteroscedasticity test

The heteroskedasticity test aims to see whether there is variance inequality from the residual of one observation to the other.

The heteroskedasticity test in this study uses the Glejser test, that is to regress the free variables to their absolute residual values.

**Table 6.7. Heteroscedasticity Test Coefficients<sup>a</sup>**

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4,938	2,209		2,236	,028
	BRAND IMAGE	-,062	,050	-,132	-1,231	,221
	BRAND AMBASSADOR	-,044	,070	-,067	-,621	,536

A. Dependent Variable: ABS\_RES

Table 6.7 above is illustrated, each independent variable shows a significance value  $> 0.05$ , i.e. the Brand Image variable (X1) has a significant value of 0.221, the Brand Ambassador (X2) variable has a signifying value of 0.536. It can therefore be concluded that there are no symptoms of heterocedastasis in the regression model used.

6.3.4 Double Regression Analysis

The purpose of the double linear regression test is to predict the value of the non-free variable/ response (Y) when the values of the free variable / predictor (X1, X2,..., Xn) are known.

The mathematical equation of the multiple lineary regression is expressed by:  $Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$  where: Y = non-freelance variable (value of the variable is predicted) a = constant  
 $b_1, b_2, \dots, b_n$  = value of regression coefficient  
 $X_1, X_2, \dots, x_n$  = free variables (Yuliara, 2016)

**Table 6.8. Multiple Linear Regression Test Coefficients<sup>a</sup>**

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6,101	3,510		1,738	,085
	BRAND IMAGE	,450	,080	,506	5,638	,000
	BRAND AMBASSADOR	,163	,111	,131	1,459	,148

Dependent Variable: PURCHASING DECISIONS

Table 6.8 above describes the double regression equation, concluded as follows:

$$Y = 6,101 + 0,450 + 0,163$$

Dapata explained that:

- 1). The constant value (a) has a positive value of 6,101. The directional influence between the independent variable and the dependent variable is determined by the positive result. This indicates that the purchase decision value is 6.101 when all independent variables such as Brand Image (X1) and Brand Ambassador (X2) are 0% or constant.
- 2). The result of the Brand Image variable regression coefficient value (X1) shows a positive value of 0.450. This indicates that when cobranding has an increase of 1 unit, then the purchase result also increases by 0.450 units assuming that the other independent variables are considered unchanged. In this case, the directional influence between the independent variable and the dependent variable is determined by the positive result.
- 3). The value of the Brand Ambassador variable regression coefficient (X2) is a positive value of 0.163. This indicates that when lifestyle experiences an increase of 1 unit, then the purchase result also increases by 0.163 units assuming that other independent variables are considered unchanged. In this case, the directional influence between the independent variable and the dependent variable is determined by the positive result.

6.4 Hypothesis testing

6.4.1. The T -Test

The T-test is a test used to determine whether an independent variable affects the variable of the hypothesis: dependent. Formulation

1. H0 means there is no significant influence of each independent variable on its dependent variable.
2. Ha, means there is a significant influence of each independent variable on its dependent variable.

In this test the t count value will be compared to the t table at a significant rate (a) = 5%.

The criteria for making the decision are as follows:

If t counts < t table or a significant value > 0.05, then H0 is accepted.

If t counts > t tables or a significant value < 0.05, then Ha is accepted. (Aisyah, 2024).

The formula t counts the table:

$$\begin{aligned}
 &= \left( \frac{\alpha}{2} : n - k - 1 \right) \\
 &= \left( \frac{0,05}{2} : 100 - 2 - 1 \right) \\
 &= (0,025 : 97) \\
 &= 1,985
 \end{aligned}$$

**Table.6.9. T tes Coefficients<sup>a</sup>**

Unstandardized Coefficients			Standardized Coefficients		t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6,101	3,510		1,738	,085
	BRAND IMAGE	,450	,080	,506	5,638	,000
	BRAND AMBASSADOR	,163	,111	,131	1,459	,148

Dependent Variable: PURCHASING DECISIONS

From table 6.9 above it can be explained that:

a. The sig value of the Brand Image variable (X1) on the Purchase Decision variable (Y) is 0.000 < 0.05. Meanwhile, the calculated t value of the Brand Image variable (X1) for the Purchase Decision variable (Y) is 5.638 > 1.985. Therefore, if Ha is accepted and H0 is rejected, it can be concluded that the Brand Image variable (X1) has a positive effect on the Purchasing Decision variable (Y).

a. The sig value of the Brand Ambassador variable (X2) on the Purchase Decision variable (Y) is 0.148 > 0.05. Meanwhile, the calculated t value of the Brand Ambassador variable (X2) on the Purchase Decision variable (Y) is 1.459 < 1.985. Therefore, if Ha is rejected and H0 is accepted, it can be concluded that the Brand Ambassador variable (X2) has a negative effect on the Purchase Decision variable (Y).

**6.5 F Test**

This test is used to find out whether the independent variables together have a significant effect on the dependent variable. So does the influence that occurs or the conclusions obtained apply to the company population? (Waty, et al, 2023).

- 1. H0, meaning that there is no significant influence of each independent variable on the dependent variable.
- 2. Ha, meaning that there is a significant influence of each independent variable on the dependent variable.

F test decision making:

- If Fcount < Ftable or significant value > 0.05, then H0 is accepted.
- If Fcount > Ftable or significant value < 0.05, then Ha is accepted (Siti Aisyah, 2024).

The formula for calculating F table:

$$\begin{aligned}
 &= \alpha : (k : n - k - 1) \\
 &= 0.05 : (2 : 100 - 2 - 1) \\
 &= 0.05 : (2 : 97) \\
 &= 3,090
 \end{aligned}$$

**Table 6.10. F test ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237,305	2	118,652	23,040	,000 <sup>b</sup>
	Residual	499,535	97	5,150		
	Total	736,840	99			

a. Dependent Variable: PURCHASING DECISIONS

b. Predictors: (Constant), BRAND AMBASSADOR, BRAND IMAGE

From table 6.10 above, it explains that Fcount > Ftable, namely 23,040 > 3,090 and the sig value. 0.000 < 0.05, then this means that the Brand Image variable (X1) and the Brand Ambassador variable (X2) simultaneously influence the Purchase Decision variable (Y) so that H0 is rejected and Ha is accepted.

**6.6 R2 Determination Test**

The coefficient of determination (R2) essentially measures how far the model's ability to explain dependent variations. The coefficient of determination value is between zero and one (0 < R < 1). The greater the coefficient



of determination, the greater the variation in the independent variable that influences the dependent variable. This means that the model used is increasingly powerful in explaining the influence of the independent variable on the dependent and vice versa. (Aisyah, 2024).

**Table 6.11. Uji Determination Test ( $R^2$ )**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,568 <sup>a</sup>	,322	,308	2,269

Predictors: (Constant), BRAND AMBASSADOR, BRAND IMAGE

From table 1.6.11 above, it is explained that the correlation coefficient value R is 0.568. This explains that there is a strong correlation between the Brand Image variable (X1) and the Brand Ambassador variable (X2) on purchasing decisions. While the Adjusted R Square ( $R^2$ ) value is 0.308, it can be concluded that the Brand Image variable (X1) and the Brand Ambassador variable (X2) have an influence of 30.8% on the decision.

Purchases (Y) and the remaining 60.2% are influenced by other variables outside this research

## VII. CONCLUSION

Based on the research results described in the previous chapter, it can be concluded:

- 7.1 The results show that the Brand Image variable partially has a positive and significant effect on the Lemonilo Noodle Purchase Decision variable among NCT Dream fans in Banjarbaru. This is shown by the results of the Sig value. The Brand Image variable on Purchasing Decisions is  $0.000 < 0.05$  and the t value is  $5.638 > 1.985$  (ttable), so that  $H_0$  is rejected and  $H_1$  is accepted.
- 7.2 The results show that the Brand Ambassador variable partially has no and significant influence on the Lemonilo Noodle Purchase Decision variable among NCT Dream Fans in Banjarbaru. This is shown by the results of the Sig value. The Brand Ambassador variable on Purchasing Decisions is  $0.148 > 0.05$  and the t value is  $1.459 < 1.985$  (ttable), so that  $H_0$  is accepted and  $H_2$  is rejected.
- 7.3 The results show that the Brand Image and Brand Ambassador variables simultaneously and significantly influence the Lemonilo Noodle Purchasing Decision variable among NCT Dream Fans in Banjarbaru. This is shown by the results of the Sig value. Brand Image and Brand Ambassador variables on Purchasing Decisions are  $0.000 < 0.05$  and the fcount value is  $23.040 > 3.090$  (fttable), so that  $H_0$  is rejected and  $H_3$  is accepted.

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