

**PENGARUH *BRAND IMAGE*, *KOREAN WAVE*, SIKAP FANATISME,
DAN *BRAND AMBASSADOR* TERHADAP KEPUTUSAN PEMBELIAN
PRODUK ULTRA MILK EDISI KHUSUS KOLABORASI STRAY KIDS**

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INTISARI

Latar Belakang : Ultra Milk merupakan merek susu menggunakan teknologi UHT (*Ultra High Temperature*) dan salah satu produk yang mendominasi pasar Indonesia. Naiknya tren budaya dari Korea Selatan membuat Ultra Milk melakukan kerja sama dengan artis hiburan Korea Selatan. Memanfaatkan fanatisme penggemar, Ultra Milk memilih Stray Kids sebagai *brand ambassador* dengan mengeluarkan *photocard* edisi terbatas.

Tujuan Penelitian : Untuk mengetahui pengaruh *brand image*, *Korean wave*, sikap fanatisme, dan *brand ambassador* terhadap keputusan pembelian produk Ultra Milk edisi kolaborasi Stray Kids.

Metode Penelitian : Menggunakan pendekatan kuantitatif. Sumber data penelitian berasal dari data primer dan sekunder. Data primer diperoleh dengan menyebarkan kuesioner kepada responden. Sumber data sekunder diperoleh dari jurnal dan buku. Teknik pengumpulan data menggunakan *non-probability sampling (purposive sampling)*. Sampel penelitian adalah 168 responden dengan kriteria penggemar Stray Kids, berusia 20-25 tahun, serta pernah membeli produk Ultra Milk Stray Kids. Data diolah menggunakan *software* SmartPLS 4.0.

Hasil : Nilai *path coefficient brand image* adalah 0,565 dan *P-value* 0,000. *Korean wave* memiliki nilai *path coefficient* sebesar 0,133 dan *P-value* 0,013. Sikap fanatisme memiliki nilai *path coefficient* sebesar 0,135 dan *P-value* 0,009. *Brand ambassador* memiliki nilai *path coefficient* sebesar 0,169 dan *P-value* 0,001.

Kesimpulan : Diperoleh bahwa *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Korean wave* berpengaruh positif dan signifikan terhadap keputusan pembelian. Sikap fanatisme berpengaruh positif dan signifikan terhadap keputusan pembelian. Serta *brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : *Brand Ambassador, Brand Image, Keputusan Pembelian, Korean Wave, Sikap Fanatisme*

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**THE INFLUENCE OF BRAND IMAGE, KOREAN WAVE, FANATICISM,
AND BRAND AMBASSADORS ON PURCHASING DECISIONS FOR
ULTRA MILK SPECIAL EDITION PRODUCTS WITH STRAY KIDS
COLLABORATION**

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ABSTRACT

Background : Ultra Milk is a milk brand using UHT (Ultra High Temperature) technology and one of the products that dominate the Indonesian market. The rising trend of South Korean culture has led Ultra Milk to collaborate with South Korean entertainment artists. Utilizing fanaticism, Ultra Milk chose Stray Kids as brand ambassador by issuing a limited edition photocard.

Objective : To determine the effect of brand image, Korean wave, fanaticism, and brand ambassador on purchasing decisions for Ultra Milk products in the Stray Kids collaboration edition.

Method : Using a quantitative approach. Research data sources come from primary and secondary data. Primary data was obtained by distributing questionnaires to respondents. Secondary data sources were obtained from journals and books. Data collection techniques using non-probability sampling (purposive sampling). The research sample was 168 respondents with the criteria of Stray Kids fans, aged 20-25 years, and had purchased Stray Kids Ultra Milk products. The data was processed using SmartPLS 4.0 software.

Result : The path coefficient value of brand image is 0.565 and the P-value is 0.000. Korean wave has a path coefficient value of 0.133 and a P-value of 0.013. Fanaticism has a path coefficient value of 0.135 and a P-value of 0.009. Brand ambassador has a path coefficient value of 0.169 and a P-value of 0.001.

Conclusion : It is found that brand image has a positive and significant effect on purchasing decisions. Korean wave has a positive and significant effect on purchasing decisions. Fanaticism has a positive and significant effect on purchasing decisions and brand ambassadors have a positive and significant effect on purchasing decisions.

Keywords : Brand Ambassador, Brand Image, Fanaticism, Korean Wave, Purchase Decision

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