THE INFLUENCES OF BRAND AMBASSADOR AND BRAND AWARENESS ON CONSUMER PURCHASE DECISION OF NATURE REPUBLIC SKINCARE IN MANADO

PENGARUH BRAND AMBASSADOR DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DARI NATURE REPUBLIC SKINCARE DI MANADO

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Abstract: This study aims to test whether Brand Ambassadors and Brand Awareness have a significant effect on purchasing decisions for Nature Republic skincare products. The subject of this study focuses on how the Gen-Z in Manado responds to this specific matter. This research type is causal which uses a quantitative type of research. This research used the multiple linear regression analysis method and SPSS as an analysis tool. The data source used is primary, where the data is collected through questionnaire with a total of 106 respondents among Gen Z in Manado who has known Nature Republic. The results of the first hypothesis are rejected, indicating that Brand Ambassador does not influence Gen Z's purchase decision regarding Nature Republic. Accepting the results for the second hypothesis signifies that brand awareness plays a favorable and constructive role in influencing Gen Z's purchase decisions regarding Nature Republic. The rejection of the third hypothesis indicates that, contrary to expectations, brand ambassador and brand awareness are not concurrently exerting a joint influence on the purchase decisions of Nature Republic, which aligns with the earlier rejected hypothesis.

Keyword*:* Marketing, Brand Ambassador, Brand Awareness, Purchase Decisions

Abstrak: *Penelitian ini bertujuan untuk menguji apakah Brand Ambassador dan Brand Awareness berpengaruh signifikan terhadap keputusan pembelian produk skincare Nature Republic. Subyek penelitian ini berfokus pada bagaimana Gen-Z di Manado menyikapi hal spesifik tersebut. Jenis penelitian ini adalah kausal yang menggunakan jenis penelitian kuantitatif. Penelitian ini menggunakan metode analisis regresi linier berganda dan SPSS sebagai alat analisis. Sumber data yang digunakan adalah primer, dimana data dikumpulkan melalui kuesioner dengan jumlah responden sebanyak 106 orang Gen Z di Manado yang telah mengenal Nature Republic. Hasil hipotesis pertama ditolak yang menunjukkan bahwa Brand Ambassador tidak berpengaruh terhadap keputusan pembelian Gen Z terhadap Nature Republic. Menerima hasil hipotesis kedua menandakan bahwa kesadaran merek memainkan peran yang menguntungkan dan konstruktif dalam mempengaruhi keputusan pembelian Gen Z mengenai Nature Republic. Penolakan terhadap hipotesis ketiga menunjukkan bahwa, bertentangan dengan ekspektasi, duta merek dan kesadaran merek tidak secara bersamaan memberikan pengaruh bersama terhadap keputusan pembelian Nature Republic, yang sejalan dengan hipotesis yang ditolak sebelumnya.*

Kata Kunci: *Pemasaran, Citra Merek, Kesadaran Merek, Keputusan*

INTRODUCTION

Research Background

One of the factors that influences the success and growth of a business is purchase decision. Purchase decision itself is a process that happens when deciding to buy a specific product (goods or services) that has been offered in the market. In other words, the purchase decision is the stage where the consumer actually buys the selected product after several internal considerations has been made. Purchase decision is crucial in a business because it can create a competitive advantages, increase customer satisfaction, and improve operational efficiency, innovation, and business development. One of the things that can influence a customer's purchase decision is how the company promotes its product or brand. Lately many brands have chosen marketing techniques using brand ambassadors. Brand ambassadors are individuals or groups employed or contracted by a brand or company to

represent the brand and promote their products or services to the target market. According to Doucett (2008), a brand ambassador is someone who has a passion for a brand, wants to introduce it, and even voluntarily provides information about the brand. Utilizing brand ambassadors is a widespread practice in the marketing industry.

As part of a marketing strategy, brand ambassadors can help create brand awareness, influence consumer perceptions, and build emotional connections with target audiences. They often have strong influence or popularity within certain communities, such as celebrities, athletes, social media influencers, or industry experts. Utilizing the strengths of inspiring celebrity figures with various achievements has a positive impact on the products they endorse. The presence of celebrities can attract attention and introduce products to consumers, while their popularity among the general public can enhance brand recall. Brand awareness plays a significant role in influencing consumer purchasing decisions. When consumers have a high level of brand recognition and possess extensive knowledge about a brand, their likelihood of selecting that brand increases when making a purchase. A high level of brand awareness can influence consumer preferences and make them feel more confident and trust the brand.

Currently, enhancing one's appearance has become an essential need for consumers, particularly among the younger generation. Nature Republic is a South Korean cosmetic brand that was established in 2009. It gained significant popularity in 2018 with its skincare product line, particularly the Aloevera series. Nature Republic is renowned for its beauty products, which encompass skincare, cleansing, masks/packs, and makeup items for applying cosmetics. Notably, Nature Republic caters not only to women but also to men. Nature Republic entered the Indonesian market during the trend of aloe vera-based products. The Aloe Vera products offered by Nature Republic became popular among Indonesian consumers, leading to increased recognition of Nature Republic among Indonesian people. In addition to the success of its products, Nature Republic has garnered attention among K-pop fans due to their use of Korean idols as brand ambassadors. Apart from being famous because the skincare products, Nature Republic is also known as the brand ambassador of several big K-pop idol groups such as EXO and NCT127.

Indonesian citizen is currently being hit by a "Hallyu / K-pop waves" where there is increasing interest from Indonesian citizens, especially GenZ in South Korean culture, in this case music and lifestyle. K-wave has become more accessible and popular until present day. It makes Generation Z who are accustomed to Korean pop culture tend to choose products promoted by K-pop idols as brand ambassadors to increase consumer intentions. Consumers tend to trust and acknowledge what the ambassadors said about the product. Sometimes respect and admire affects on how the consumer consider on purchasing the product. Therefore, the effectiveness of brand ambassadors in influencing consumer purchasing decisions may vary depending on factors such as the popularity of the brand ambassador, the compatibility of the brand or product with the image of the brand ambassador, and the credibility of the brand ambassador in the eyes of consumers. This study aims to test whether Brand Ambassadors and Brand Awareness have a significant effect on purchasing decisions for nature republic skincare products. The subject of this study focuses on how the Gen-Z in Manado response to this specific matter. Therefore, the writer wants to know whether the brand ambassador and brand awareness from Nature Republic affect the purchase decision of Generation Z in Manado.

Research Objectives
Based on the research problem, the objectives of this paper as follow:
1. To identify the influence of Brand ambassador on purchase decision of Gen Z in Buying Nature Republic Product.
2. To identify the influence of Brand Awareness on purchase decision of Gen Z in Buying Nature Republic Product.
3. To identify the influence of Brand Ambassador and Brand Awareness on Purchase Decision of Gen Z in buying Nature Republic Products.

THEORETICAL FRAMEWORK

Marketing
Marketing is an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society in general. According to Cronje, Du Toit, and Motlatla (2007) stated that marketing consist of management tasks and decisions directed at successfully meeting opportunities and threats in a dynamic environment, by effectively developing and transferring a need-satisfying market offering to consumers, in such a way that the objectives of the business, the

consumer and society will be achieved.

Purchase Decision

Purchase Decision is the stage where consumers make purchases based on the results of a combination of all the knowledge, they have to become a valuable consideration between two or more available product alternatives in deciding on one product. According to Peter and Olson (2000), purchasing decisions are a process carried out to combine all the knowledge that consumers have acquired into a value consideration that is useful in choosing two or more alternatives so that they can decide which product to choose and buy.

Brand Ambassador

Brand Ambassadors are an identity, where they act as a marketing tool that represents the achievement of human glory individualism, and the commercialization by someone influential, such as a celebrity or athlete who is a role model for idols from the wider community (Gita and Setyorini, 2016). According to Doucett (2008), A Brand Ambassador is someone who has a passion for a brand, wants to introduce it, and even voluntarily provides information about the brand.

Brand Awareness

Brand awareness is the level of customer recognition and awareness of a particular brand or product (Kotler and Keller, 2016). According to Lea-Greenwood (2012), Brand Ambassador are tools used by companies to communicate and connect with the community, regarding how they really increase sales.

Previous Research

Ansari et al. (2019) examined the impact of brand awareness and social media content marketing on the consumer purchase decision. The data for this research was collected through an online questionnaire. The total number of respondents for this study were 150 (60% females; 40% males). The objective of this research was to investigate the relationship between brand awareness and social media content marketing with the consumer purchase decision. However, results indicate that brand awareness has a weak positive significant relationship with consumer purchase decision whereas, social media content marketing has a moderate positive significant relationship with the consumer purchase decision.

Purnandika et al. (2022) This determined the influence of Brand Ambassadors, Brand Personality and the Korean Wave on the Purchase Decision of somethinc products. This research is research that uses quantitative data. The population of this research is so-think consumers. The sample in this study amounted to 120 respondents. The techniques used are validity test, reliability test, classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, and T test. The results of this study indicate that Brand Ambassador and Brand Personality simultaneously significantly affect purchasing decisions. Meanwhile, the Korean Wave simultaneously has no significant effect on purchasing decisions of something. Brand Ambassador has a positive and significant effect on purchasing decisions, Brand Personality has a positive and significant effect on purchasing decisions, and Korean Wave has a negative and insignificant effect on purchasing decisions.

Herdana (2015) examined and analyzed the effect of quality of prduct, advertising and promotion on brand awareness of Prudential Life Assurance. The data collected using questionnaire that was created based on specified indicators. The population in this study are the consumers Prudential Life Assurance. The total sample used are 100 respondents. The method of analysis used in this study is multiple linear regression. The result of the partial analysis showed that quality of product and promotion has no positive influence on brand awareness. While advertising Achievement has no positive influence on brand awareness.
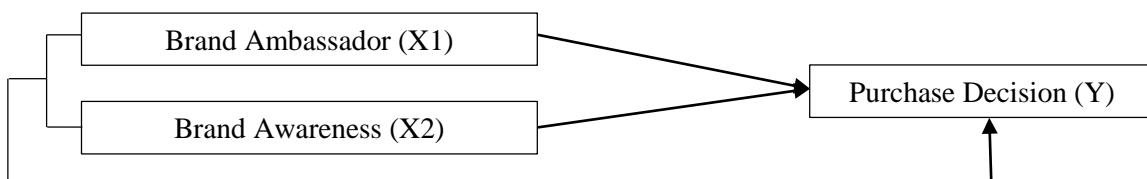
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed (2023)

Research Hypothesis
H1: Brand Ambassador has no influence towards Purchase Decision
H2: Brand Awareness has positive influence towards Purchase Decision
H3: Brand Ambassador and Brand Awareness has positive influence towards Purchase Decision

RESEARCH METHOD

Research Approach
      This research type is causal which uses quantitative type of research. According to Creswell (2013), Quantitative research is a research approach that uses scientific procedures and numerical data to generate generalizations and objective understanding of phenomena. This research used multiple linear regression analysis method and SPSS as analysis tool.

Population, Sample and Sampling Technique
      According to Sugiyono (2017:215), population is a generalized area consisting of objects or subjects with specific qualities and characteristics determined by the researcher to be studied and then drawn conclusions from. Population is the entire subject of research. Thus, the population could consist of all the persons in the country, or those in a particular geographical location, or a special ethnic or economic group, depending on the purpose and coverage of the study. This study population consist of genZ who has been purchased in Nature Republic in Manado. Sample is a part of the population, within research sample is divided within the current population in order to find the right entity for the research. Researchers cannot study the entire population, so researchers form population representatives called samples. The population is very large, researchers take several samples to represent that population. The sampling technique was determined using the Rao Purba formula and the result then is rounded up to 100.

Data Collection Method
      The data that is used for this study are primary data. This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. In order to generate more accurate data. In this research the questionnaire distributed to buyers of Nature Republic product. Questionnaires are a list of questions either open-ended or close- ended for which the respondents give answers. Questionnaire can be conducted via telephone, mail, live in a public area, or in an institute, through electronic mail or through fax and other methods. Questionnaires are administrated personally without any coercion by the researcher.

Operational Definition of Research Variables
Tabel 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Brand Ambassador	Brand ambassadors are people who are invited to work with a company to become the 'face' or icon of a brand.	- Visibility - Credibility - Attraction - Power
Brand Awareness	Brand awareness is the level of consumer recognition and knowledge about a particular brand in a product category or market.	- Consumer Knowledge - Market Performance - Positive Perception
Purchase Decision	Purchase decision is the process that happen when deciding to buy a specific product (goods or service) that has been offered in the market.	- Product Quantity - Repurchase - Recommendation

Source: Data Processed (2023)

Validity and Reliability
      Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's

alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80 (Sekaran and Bougie, 2010).

Multiple Linear Regression Analysis

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). Regression using more than one independent variable is called a multiple or a multivariate regression analysis. Since this paper uses more than one independent variable, it uses multiple linear regression model, and the formula is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:
Y   : Purchase Intention
α : constant
$\beta_1\beta_2$: regression coefficient of each variable
X1   : Social Media Marketing
X2   : Product Placement
e   : error

RESULT AND DISCUSSION

Result
Validity and Reliability
Tabel 1. Validity Test Result

Variable	Item	R_{count}	R_{table} 1%	R_{table} 5%	Status
Brand Ambassador (X_1)	$X_{1.1-1}$	0.846	0.195	0.256	Valid
	$X_{1.1-2}$	0.844	0.195	0.256	Valid
	$X_{1.2-1}$	0.841	0.195	0.256	Valid
	$X_{1.2-2}$	0.809	0.195	0.256	Valid
	$X_{1.3-1}$	0.808	0.195	0.256	Valid
	$X_{1.3-2}$	0.814	0.195	0.256	Valid
	$X_{1.4-1}$	0.817	0.195	0.256	Valid
	$X_{1.4-2}$	0.845	0.195	0.256	Valid
Brand Awareness (X_2)	$X_{2.1-1}$	0.861	0.195	0.256	Valid
	$X_{2.1-2}$	0.900	0.195	0.256	Valid
	$X_{2.2}$	0.748	0.195	0.256	Valid
	$X_{2.3}$	0.801	0.195	0.256	Valid
Purchase Decision (Y)	$Y_{.1}$	0.885	0.195	0.256	Valid
	$X_{.2}$	0.924	0.195	0.256	Valid
	$Y_{.3}$	0.899	0.195	0.256	Valid

Source: Data Processed (2023)

Table 1. shows that all the indicators of each variable is ≥ Rtable (0.195), all the indicators of each variable is valid and can be used on this research.

Table 2. Reliability Test Result

Variables	Cronbach's Alpha	Standard	Status
Brand Ambassador (X_1)	0.936	0.600	Reliable
Brand Awareness (X_2)	0.845	0.600	Reliable
Purchase Decision (Y)	0.887	0.600	Reliable

Source: Data Processed (2023)

Table 2 shows that Cronbach's Alpha ≥ 0.600. Thus, indicates that all research instrument indicators of variable are reliable. As a result, the measurements employed in this study demonstrate strong internal reliability, indicating that the measurement outcomes in this research can be considered reliable and trustworthy.

Classical Assumption
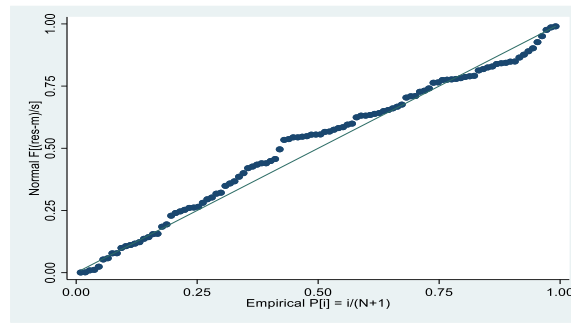**Normality Test**

Figure 2. Normality Test
Source: Data Processed (2023)

Figure 2 shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line, which mean the data are distributed normally. The normality of the data can also be assessed by examining the Kernel density estimate plot. It is considered normal when the data distribution closely resembles to the normal density curve.
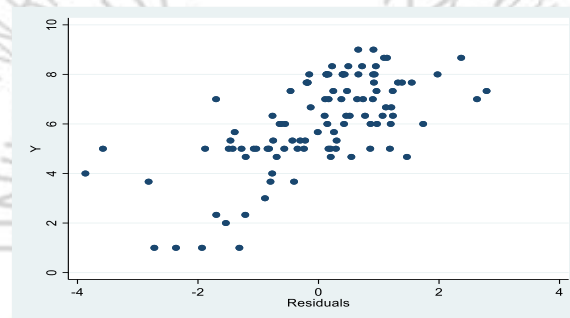
Heteroscedascity Test

Figure 3. Heteroscedascity Test
Source: Data Processed (2023)

Figure 3 shows that an ideal regression model should not exhibit heteroscedasticity. When a discernible ordered pattern is present among data points, it indicates the presence of heteroscedasticity. Conversely, if there is no discernible pattern or spread among the data points, it suggests the absence of heteroscedasticity.

Multicollinearity Test
Table 3. Multicollinearity Test

Variable	VIF	1/VIF
x1	1.22	0.817377
x2	1.22	0.817377
Mean VIF	1.22	

Source: Data Processed (2023)

Based on the table 3, it is shown that shows the VIF and 1/VIF values. The standard for this test is the tolerance value or $1/VIF > 0.1$ and the VIF value < 10. Since all the tolerance or 1/VIF value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Linear Regression Analysis

This regression method uses the Ordinary Least Squares (OLS) statistical technique to minimize the difference between the predicted value and the actual value, so that it is able to perform data that are Best,

Linear, Unbiased and Estimator (BLUE).

Table 4. Linear Regression Analysis

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        y |    Coef.   Std. Err.      t    P>|t|                     Beta
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       x1 |   -.06548   .1270461   -0.52   0.607                 -.0364062
       x2 |  1.044024   .0949868   10.99   0.000                  .7763817
     _cons|  -.2294407  .8854799   -0.26   0.796                         .
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Source: SPSS Data Processed (2023)

From the results in the table above the results in Table 3 can be expressed in the regression equation as follows:

$$Y = -0.229 - 0.065X1\ 1.044X2 + \varepsilon$$

The interpretation of the equation is:
1. The coefficient value with a negative value can be interpreted as follows: without the variables Brand Ambassador (X_1) and Brand Awareness (X_2), the Purchase Decision variable (Y) has a value of -0.229.
2. The beta coefficient value for the variable Brand Ambassador (X_1) is -0.065. If there is an increase of 1 unit in the variable X_1, or in other words, a 1% increase, then the Purchase Decision variable (Y) will experience a decrease of 0.65%. Similarly, the reverse is true.
3. The beta coefficient value for the variable Brand Awareness (X_2) is 1.044. If there is an increase of 1 unit in the variable X_1, or in other words, a 1% increase, then the Purchase Decision variable (Y) will experience an increase of 104%. Similarly, the reverse is true.
4. In other words, Brand awareness has a significant positive influence on increasing purchase decisions, while Brand Ambassador has no influence towards purchase decisions.

Hypothesis Testing
T- Test
Tabel 5. T-Test

Variable	t_{count}	t_{table}	Description
Brand Ambassador (X_1)	-0.52	1.98	Rejected
Brand Awareness (X_2)	10.99	1.98	Accepted

Source: Data Processed (2023)

In the table 5, the calculated t_{count} is 10.99. Considering a significance level of 5% (0.05), the corresponding t_{table} value is 1.98. The result shows that t_{count} = 10.99, which is significantly greater than t_{table} = 1.98. Therefore, H_2 is accepted, suggesting a substantial and positive impact of the Brand Awareness variable on the purchase decision. This implies that a higher level of brand awareness is associated with a more favorable influence on consumer purchasing decisions. It means that variable brand awareness is influencing purchase decision.

Simultaneous Test (F – Test)
Table 6. F – Test

ANOVA					
	df	SS	MS	F	Sig. F
Regression	2	207.596	103.798	71.113	0.000
Residual	103	150.341	1.460		
Total	105	357.937			

Source: Data Processed (2023)

The results found in this F-test is $71.113 \geq 3,085$, so it can be stated that the alternative hypothesis in this research (H_3) is accepted. Meaning, the two Independent Variables (Brand Ambassador and Brand Awareness) is simultaneously influence Purchase Decisions as the Dependent Variable. Variables can also be declared significant if the significant value (Sig.) is less than or equal to 0.05. The significant value obtained is 0.000 so

that the assumption of Sig. ≤ 0.05 is fulfilled. Stating that the variables in this study have a significant influence.

Discussion
The influence of Brand Ambassador and Brand Awareness towards Purchase Decision

In general terms, Brand Ambassador always have influence on Purchase Decision. The influence of a brand ambassador on purchase decision is a concept in marketing and advertising that suggests that having a well-known and respected individual associated with a brand can positively affect consumers' intentions to purchase products or services from that brand. But there are several case where Brand Ambassador are not too influential. In line with previous research conducted by Noor Endah Hafilah in 2019, which examined the variables with a limited impact on purchase decisions, one of these variables was the Brand Ambassador. It can be argued that individuals with a strong inclination towards purchasing a product or service do not necessarily consider the identity of the Brand Ambassador endorsing it. On the contrary, individuals who do pay attention to the Brand Ambassador might not necessarily hold a higher regard for the product or service in question. Additionally, our analysis demonstrates significant and mutually correlated relationships between the Brand Ambassador, Brand Image, Product Quality, Price, and their collective impact on purchase decisions. Concerning the specific variable of the Brand Ambassador, our findings reveal a low impact, indicated by a negative value in the Path Coefficient. This suggests a significant negative correlation between the Brand Ambassador and purchase decisions. In other words, a high inclination towards a purchase does not necessarily correspond with recognition of the Brand Ambassador associated with the product or service. This research presents a nuanced perspective on the role of brand ambassadors in influencing customer purchase decisions. While prior studies may have emphasized their limited influence, our findings paint a more nuanced picture where the impact of the Brand Ambassador seems to be somewhat reduced. This implies that other variables may play a more substantial role in shaping customers' purchasing decisions in the context of the specific products or services under examination. Further analysis and exploration may be required to gain a comprehensive understanding of the dynamics at play and the evolving nature of brand ambassador influence, particularly in this market or industry.

The influence of Brand Ambassador towards Purchase Decision

The term of brand awareness is everything that is attached to the products and will usually be considered by consumers in choosing a product. Research by Sivaram, Hudaya, Aand Ali (2019) mentioned that brand awareness has a significant effect on purchasing decisions. This gives a description of the existence of the Alfamidi private brand in addition to providing comfort, also its existence can provide benefits for consumers. This makes it easier for consumers to process and recall private label brands sold in Alfamidi stores. But besides that, with the characteristics of middle-class consumers and lower view of products with less well-known brands such as private labels raises the perception of being too risky because it's just a waste of money. The previous research that relevant with this research by Aaker (2008:39) that explains brand awareness is the ability of customer to recognize or remember that a brand is a part of certain product. Brand can be said has equity if consumer recognize and remember a brand in one product category beyond another product. Role of brand awareness in brand equity depends the extent to which level of awareness that achieved by a brand, faster a consumer recognize or remember a brand can be said that brand has a high value awareness. Brand awareness associated with an impression that has saved in memory which reflected to consumer ability in recall or recognize a brand at different condition. Build brand awareness means making the consumer understand the product category. In this case, the result shows the same result as the previous research. It shows that Nature Republic brand awareness significantly influence purchase decision of those Gen Z. In more detail, this finding indicates that when members of Generation Z are highly aware of the Nature Republic brand, they are more inclined to consider, prefer, and ultimately decide to purchase Nature Republic products. The level of brand awareness effectively acts as a driver for their purchase decisions. This is important for Nature Republic, as it implies that efforts to enhance and promote brand awareness among this demographic are likely to yield positive results in terms of increased interest and actual purchases. Understanding and capitalizing on the influence of brand awareness can be a key strategy for businesses seeking to target and engage with Generation Z consumers effectively.

The influence of Brand Awareness towards Purchase Decision.

In essence, the simultaneous influence of Brand Ambassador and Brand Awareness on consumer purchase decisions is achieved through a combination of factors. When those elements work in harmony, they create a persuasive environment that can sway consumers towards choosing a particular brand when making purchase decisions. Previous Research done by Kuncoro and Windyasari (2021) examine the Tokopedia has good brand

ambassadors, which will make it easier for them to create brand awareness in the minds of consumers. To increase good consumer purchasing decisions at Tokopedia requires brand image, religiosity, brand ambassador and brand awareness. In addition to determining brand awareness, brand ambassador variables directly influence consumer purchasing decisions. Brand awareness plays a very important role as a mediation in the relationship between brand ambassadors and consumer purchasing decisions, which means that brand awareness has a direct influence between brand ambassadors and consumer purchasing decisions. In this case, the research findings reveal a slight departure from previous studies, highlighting an intriguing distinction between the influence of Brand Ambassador and Brand Awareness on the purchase decision of Nature Republic products. Contrary to expectations, the data suggests that Brand Ambassador's impact on the purchase decision of Nature Republic is somewhat diminished, implying that the association with NCT may not wield as much influence in prompting consumers to choose Nature Republic over other brands. However, on the flip side, the results underscore the formidable power of Brand Awareness within the context of Nature Republic. It indicates that the brand has successfully cultivated a strong and recognizable presence in the minds of consumers. This robust reputation likely stems from effective marketing efforts, consistent branding strategies, and a loyal customer base. As a result, when consumers encounter Nature Republic products, the high Brand Awareness associated with the brand significantly tilts their purchase decisions in its favor. The difference in results between the two variables X and their impact on variable Y is due to the general nature of the research object. The variable "brand ambassador" would likely have a positive impact if it were supported by a specific fan base that aligns with the ambassador that representing the brand. However, in this study, the target audience is the Gen Z population in general, with varied interests in different things. As a result, the "brand ambassador" variable does not have a positive impact on purchase decisions, even though both of these measuring variables, in a broader sense, do have an impact on the dependent variable. In summary, while the involvement of NCT as Brand Ambassadors might not be the primary driver of purchase decisions for Nature Republic, the brand's impressive Brand Awareness stands as a testament to its strong reputation and its ability to attract and retain customers. This nuanced understanding of the interplay between Brand Ambassador and Brand Awareness offers valuable insights into the dynamics of consumer behavior within the context of this specific brand.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Brand Ambassador of Nature Republic has no influence towards Purchase Decision.
2. Brand Awareness of Nature Republic has a positive influence towards Purchase Decision, particularly for Generation Z in Manado.
3. Brand Ambassador and Brand Awareness simultaneously influence toward Purchase Decision.

Recommendation
1. Consequently, it is advisable that Nature Republic should consider replacing NCT with more trendsetting individuals who can better resonate with the target audience and effectively promote the product.
2. This suggests that when Gen Z consumers have a heightened awareness of the Nature Republic brand, they are more likely to consider, prefer, and choose its products when making purchasing decisions. In practical terms, this finding underscores the importance of continuing and even intensifying efforts to boost brand awareness among Gen Z consumers. Strategies such as targeted marketing campaigns, social media engagement, and collaborations with popular influencers or trendsetters can further amplify brand awareness. By doing so, Nature Republic can solidify its position in the minds of Gen Z consumers, making them more inclined to select its products over competitors' offerings when making purchase decisions.
3. This finding suggests that the simultaneous presence of a brand ambassador and brand awareness does not necessarily result in a synergistic impact on consumers' purchase decisions. It underscores the importance of considering the individual effects and dynamics of both brand ambassador and brand awareness separately. While each factor may independently influence consumer choices, their combined effect may not necessarily be greater than the sum of their individual contributions. This nuanced understanding can guide Nature Republic in refining its marketing strategies and optimizing the roles of brand ambassadors and brand awareness to better align with consumer behavior and preferences.

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