

THE INFLUENCE OF ENHYPEN AS A BRAND AMBASSADOR AND ELECTRONIC WORD-OF-MOUTH (eWOM) ON PURCHASE DECISION TOWARDS NABATI PRODUCT (A STUDY AMONG @NABATI_ID INSTAGRAM FOLLOWERS)

PENGARUH ENHYPEN SEBAGAI DUTA MEREK DAN ELECTRONIC WORD-OF-MOUTH PADA KEPUTUSAN PEMBELIAN TERHADAP PRODUK NABATI (STUDI PADA PENGIKUT INSTAGRAM @NABATI_ID)

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Abstract: This research aimed to analyze The Influence of ENHYPEN as a Brand Ambassador and Electronic Word-of-Mouth (eWOM) on Purchase Decision towards Nabati Product, simultaneously or partially. The research variables consist of X1 which is Brand Ambassador, X2 which is Electronic Word-of-Mouth (eWOM), and Y which is Purchase Decision. Data resource is from primary data, obtained from the questionnaire distribution with Likert scale. The sample of this research was Engenes (ENHYPEN fans) who are following @nabati_id on Instagram and those who already purchased Nabati, with the total 100 respondents. The test instruments are Validity and Reliability Test using SPSS 29. Technique analysis using Multiple Linear Regression Analysis, Classical Assumption Test, and Hypothesis Test. The result showed that ENHYPEN as a Brand Ambassador has a significant influence towards Purchase Decision, as well as Electronic Word-of-Mouth also has a significant influence on Purchase Decision. Both Brand Ambassador and Electronic Word-of-Mouth have a positive influence towards Purchase Decision.

Keywords: Brand Ambassador, Electronic Word-of-Mouth, eWOM, Purchase Decision

Abstrak: Penelitian ini bertujuan untuk menganalisis Pengaruh ENHYPEN sebagai Duta Merek dan Electronic Word-of-Mouth (eWOM) terhadap Keputusan Pembelian produk Nabati, baik secara bersamaan maupun parsial. Variabel penelitian terdiri dari X1 yaitu Duta Merek, X2 yaitu Electronic Word-of-Mouth (eWOM), dan Y yaitu Keputusan Pembelian. Sumber data berasal dari data primer, yang diperoleh melalui distribusi kuesioner dengan skala Likert. Sampel penelitian ini adalah Engenes (penggemar ENHYPEN) yang mengikuti @nabati_id di Instagram dan yang sudah membeli produk Nabati, dengan total 100 responden. Instrumen uji yang digunakan adalah Uji Validitas dan Reliabilitas menggunakan SPSS 29. Teknik analisis menggunakan Analisis Regresi Linear Berganda, Uji Asumsi Klasik, dan Uji Hipotesis. Hasil penelitian menunjukkan bahwa ENHYPEN sebagai Duta Merek memiliki pengaruh yang signifikan terhadap Keputusan Pembelian, demikian juga Electronic Word-of-Mouth memiliki pengaruh yang signifikan terhadap Keputusan Pembelian. Baik Duta Merek maupun Electronic Word-of-Mouth memiliki pengaruh positif terhadap Keputusan Pembelian.

Kata Kunci: Duta Merek, Electronic Word-of-Mouth, eWOM, Keputusan Pembelian

INTRODUCTION

Research Background

The combination of a popular brand ambassador and widespread eWOM can create a powerful marketing synergy. Consumers who are exposed to both are likely to experience reinforced brand perceptions, leading to higher purchase intentions. According to Prasetyo (2018), Electronic Word-of-Mouth (eWOM) encompasses the comments and feedback shared by customers, whether prospective, existing, or former, about a product or company. These expressions can be either positive or negative and are accessible to the public or organizations via online platforms. With the rise of social media and online platforms, eWOM has become a critical factor in

shaping consumer opinions and purchase decisions. People increasingly rely on reviews, social media posts, and online discussions to make informed purchasing choices. eWOM can either amplify the positive impact of a brand ambassador or serve as an independent influential factor.

PT Kaldu Sari Nabati Indonesia, also known as Nabati Group, is a corporate entity specializing in fast-moving consumer goods (FMCG), with a primary emphasis on snacks and beverages. Nabati products offer a wide range of options, including Nabati Wafer. Nabati Wafer comes in various flavors, including Cheese (Richeese), Chocolate (Richoco), Vanilla (Richoco White), Pink Lava, and more. As they introduce their new variant, Goguma Ppang—a delightful sweet potato-flavored treat—they are looking for a brand ambassador who embodies the spirit of innovation while staying true to cultural roots. Just as Goguma Ppang combines the traditional comfort of sweet potato with a modern twist, ENHYPEN blends global appeal with a deep connection to their craft. Their vibrant performances and genuine engagement with fans reflect the same innovative spirit and dedication to quality that Nabati pours into every snack. By choosing ENHYPEN as the brand ambassador for Goguma Ppang, Nabati is celebrating this fusion of tradition and modernity.

This study examines not just the individual impact of ENHYPEN as a brand ambassador and eWOM, but also how these factors interact to influence purchase decisions. It explores on how the power of celebrity endorsements, particularly from globally recognized figures, can drive purchase decisions. ENHYPEN as a specific brand ambassador provides a unique perspective that differs from studies concentrate on a single brand ambassador.

Research Objectives

The objectives of this research are:

1. To determine whether ENHYPEN's Role as a Brand Ambassador have a positive influence on Purchase Decision of Nabati Product among @nabati_id Instagram followers.
2. To determine whether Electronic Word-of-Mouth have positive influence on Purchase Decision of Nabati Product among @nabati_id Instagram followers.
3. To determine whether ENHYPEN's role as a Brand Ambassador and Electronic Word-of-Mouth have positive influence on Purchase Decision of Nabati Product among @nabati_id Instagram followers.

LITERATURE REVIEW

Brand Ambassador

Gupta and Harris (2010) stated brand ambassadors as "individuals who are enthusiastic about a brand and who are empowered to provide positive word-of-mouth (WOM) referrals and endorsements." They emphasize the active role of brand ambassadors in advocating for the brand and influencing consumer behavior through WOM communication. According to Greenwood as cited in Guha et al., (2023), there are four indicators for brand ambassador: congruence, credibility, attractiveness, and power.

Electronic Word-of-Mouth

Hennig-Thurau et al., (2004) define electronic word of mouth as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." Their definition emphasizes the reach and accessibility of eWOM through online channels and its impact on consumers' perceptions and behaviors. According to Anggitasari (2016), there are four indicators for electronic word-of-mouth: concern for others, expressing positive feeling, helping the company, platform assistance.

Purchase Decision

Kotler and Armstrong (2014), in their marketing principles textbook, define purchase decision as "the stage in the buying process in which the consumer actually buys the product." They emphasize the action-oriented aspect of the decision-making process, focusing on the moment when a consumer commits to a particular product or service. According to Kotler et al., in their Marketing Management book (2012), there are four indicators for purchase decision: product choice, brand choice, distribution channel, and timing.

Previous Research

Prasitio and Purnamawati (2023) analyzed the role of brand ambassadors and three dimensions of eWOM: the eWOM quality, eWOM quantity, and the sender's expertise in predicting purchase intention. This

study is based on a survey of 400 online respondents. This research uses descriptive and SEM-PLS analysis techniques. Based on the study results, it can be concluded that brand ambassador, eWOM quality, eWOM quantity, and sender's expertise have positive and significant influences in predicting purchase intention. As a managerial implication, our findings can help strategic marketing managers and marketers to focus on the identified factors that drive purchase intention

Lestari, Farida, and Purwaningrum (2023) analyzed the influence of brand ambassadors, electronic word of mouth, and product diversity on purchasing decisions among users of the Tokopedia marketplace in Magetan. The research method used is a quantitative method. The sample in this study was 100 respondents using a purposive sampling technique. Data collection techniques through distributing questionnaires or questionnaires online on the google form using a likert scale. The result of this study indicate that brand ambassadors have no significant effect on purchasing decision for Tokopedia marketplace users in Magetan, electronic word of mouth has a significant effect on purchasing decisions for Tokopedia marketplace users in Magetan. There is a significant influence of brand ambassadors, electronic word of mouth, and product diversity simultaneously on purchasing decision for users of the Tokopedia marketplace in Magetan

Laantu (2023) determined, tested and analyzed the influence of brand ambassadors and brand image on purchasing decisions (a survey of Instagram users specifically for the Makassar area). Data analysis used multiple regression equations and the classic assumption test, one of the methods used to determine the number of samples was using the Slovin formula, the sample used was 30 Instagram users in the Makassar Region. The research data were obtained from questionnaires, literature studies, and direct interviews with related parties according to the research objectives. The results of this study indicate that the brand ambassador and brand image variables simultaneously and partially have a significant effect on purchasing decisions (a survey of Instagram users specifically for the Makassar area).

Conceptual Framework

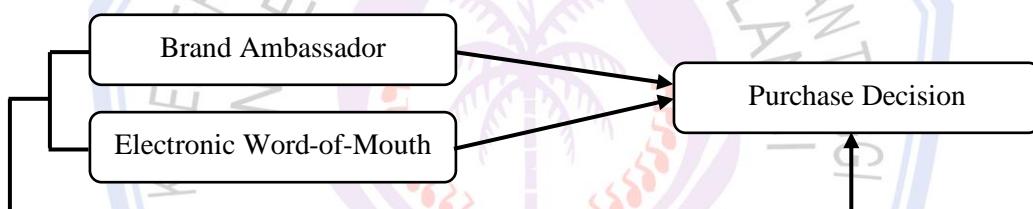


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypotheses

- H1: Brand ambassador have positive influence on purchase decision towards Nabati product.
- H2: Electronic word-of-mouth (eWOM) have positive influence on the purchase decision towards Nabati product.
- H3: Brand ambassador and electronic word-of-mouth (eWOM) have positive influence on the purchase decision towards Nabati product.

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. According to Creswell (2014), quantitative research underscores its systematic approach to data collection and analysis, its emphasis on numerical measurement, and its contribution to making objective and generalizable conclusions about phenomena under study.

Population, Samples and Sampling Technique

In this research, the population consists of all the followers of the Instagram account @nabati_id, totaling 217,000 followers as of March 24, 2024. Researcher will take a sample by using Slovin formula. Researcher is also using non-probability and convenience sampling.

Data Collection Method

The technique used in this research is by utilizing a questionnaire (survey). The researcher will distribute the questionnaire to the Instagram followers of @nabati_id online by disseminating a Google Forms link through Instagram's direct message feature.

Operational Definition of Research Variables**Table 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicators
Brand Ambassador (X1)	An individual or group recognized by a company to promote their brand through various channels, aiming to increase brand awareness and drive desired outcomes.	1. Congruence 2. Credibility 3. Attractiveness 4. Power
Electronic Word-of-Mouth (X2)	The electronic transmission of opinions or recommendations about products, services, or brands through platforms like social media, reviews, forums, or blogs. It facilitates rapid sharing of consumer experiences, influencing purchasing decisions and brand perceptions online.	1. Concern for others 2. Expressing positive feeling 3. Helping the company 4. Platform assistance
Purchase Decision (Y)	The process by which consumers evaluate alternatives and make a choice to acquire a product or service, typically based on factors such as price, quality, brand perception, and personal preferences.	1. Product choice 2. Brand choice 3. Distribution channel 4. Timing

RESULT AND DISCUSSION**Result****Validity Test and Reliability Test****Table 2. Validity Test**

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Brand Ambassador (X1)	X1.1	.870	<.001	100	0.196	Valid
	X1.2	.875	<.001	100	0.196	Valid
	X1.3	.823	<.001	100	0.196	Valid
	X1.4	.843	<.001	100	0.196	Valid
Electronic Word-of-Mouth (X2)	X2.1	.796	<.001	100	0.196	Valid
	X2.2	.844	<.001	100	0.196	Valid
	X2.3	.778	<.001	100	0.196	Valid
	X2.4	.773	<.001	100	0.196	Valid
Purchase Decision (Y)	Y.1	.870	<.001	100	0.196	Valid
	Y.2	.837	<.001	100	0.196	Valid
	Y.3	.813	<.001	100	0.196	Valid
	Y.4	.690	<.001	100	0.196	Valid

Source: SPSS 29 Data Processed 2024

All indicators have significance level of less than 0.05. These results indicate that all indicators related to Purchase Decision can be declared valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of Items	Critical Value	Status
Brand Ambassador	.957	4	0.60	Reliable
Electronic Word-of-Mouth				
Purchase Decision				

Table 3 shows that each variable, such as Brand Ambassador, Electronic Word-of-Mouth, and Purchase Decision has Cronbach's alpha value more than 0.60. These results indicated that the items of the statement of all variables that used in this research have been reliable.

Classical Assumption Test

Normality Test

Table 4. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.00906834
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.066
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 29 Data Processed 2024

Table 4 presents the results of the multicollinearity test. According to the table, the tolerance values for Brand Ambassador (X1) and Electronic Word-of- Mouth (X2) are 0.274, indicating that these values are above 0.10. Additionally, the VIF values for Brand Ambassador (X1) and Electronic Word-of-Mouth (X2) are 3.643, which is below 10. This suggests that there are no signs of multicollinearity among these independent variables.

Heteroscedasticity Test

Variable	Sig.	Critical Value	Status
Brand Ambassador	.499	0.05	Heteroscedasticity Free
Electronic Word-of-Mouth	.064	0.05	Heteroscedasticity Free

Source: SPSS 29 Data Processed 2024

Based on the table 5 below, it can be seen that the results of the test have significant values more than 0.05, which are clarified as heteroscedasticity free.

Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Status
Brand Ambassador	.274	3.643	No Multicollinearity
Electronic Word-of-Mouth	.274	3.643	No Multicollinearity

Source: SPSS 29 Data Processed 2024

Based on the table 6 below, it can be seen that the value of tolerance is more than 0.10 and the value of VIF is less than 10, which can be conclude that there are no symptoms of multicollinearity.

Multiple Linear Regression

Table 7. Result of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.341	.844		3.957	.000
Brand Ambassador	.460	.062	.507	7.452	.000
Electronic Word-of-Mouth	.428	.062	.466	6.861	.000

The multiple linear regression equation in this study based on the table 7 is as follows:

$$Y = 3.341 + 0.460.X_1 + 0.428.X_2 + e$$

The regression equation above can be explained as follows:

1. The constant (α) value of 3.341 gives an understanding that if the variables Brand Ambassador (X_1) and Electronic Word-of-Mouth (X_2) do not change, the amount of Purchase Decision is 3.341.
2. The regression coefficient of Brand Ambassador (X_1) is positive, which is 0.460. This can be interpreted that every time the variable Brand Ambassador (X_1) increases by 1%, Purchase Decision (Y) increases by 46% (0.460). Or conversely, if there is a decrease in variable Brand Ambassador (X_1) by 1% then Purchase Decision will decrease by 46% (0.460).
3. The regression coefficient of Electronic Word-of-Mouth (X_2) is positive, which is 0.428. This can be interpreted that every time the variable X_2 (Electronic Word-of-Mouth) increases by 1%, Purchase Decision (Y) increases by 43% (0.428). Or conversely, if there is a decrease in variable X_2 (Electronic Word-of-Mouth) by 1% then Purchase Decision will decrease by 43% (0.428).

Coefficient Correlation Test (R) and Coefficient Determination (R^2) Test

Table 8. Coefficient Correlation (R) and Coefficient Determination (R^2)

Model	R	R square	Adjusted R Square	Std Error of the Estimate
1	.936 ^a	.877	.874	1.01942

From the table 8, it can be seen that the R value is 0.936, means that the value is close to 1. Thus, it indicates that there is a very strong positive influence between the variables. The value of Coefficient Determination (R^2) is 0.877. Therefore, it can be concluded that the contribution of the independent variables Brand Ambassador (X_1) and Electronic Word-of-Mouth (X_2) to the dependent variable Purchase Decision (Y) is 87.7% and the remaining 13.3% is influenced by other factors.

Hypothesis Testing

Table 9. T-Test

Model	t Count	t Table	Sig.	Status
Constant	3.957			
Brand Ambassador	7.452	1.984	0.000	Accepted
Electronic Word-of-Mouth	6.861	1.984	0.000	Accepted

a. Dependent Variable: Purchase Decision

Based on the Table 9 below, the hypothesis t-Test result can be explained as follows:

1. The Sig. value of Brand Ambassador (X_1) variable is 0.011 or less than 0.05 so H_1 is accepted and H_0 is rejected. So can be conclude that Brand Ambassador (X_1) significantly influence Purchase Decision (Y).
2. The Sig. value for the Electronic Word-of-Mouth (X_2) variable is < 0.001 or less than 0.05 so H_2 is accepted and H_0 is rejected. So can be conclude that Electronic Word-of-Mouth (X_2) significantly influence Purchase Decision (Y).

Table 10. F-test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	718.236	2	359.118	345.567	.000 ^b
Residual	100.804	97	1.039		
Total	819.040	99			

Based on the Table 10 above, can be seen that the sig value is 0.000 which means it less than 0.05. So can be conclude that the independent variables which are Brand Ambassador (X_1) and Electronic Word-of-Mouth (X_2) have a positive influence simultaneously towards dependent variable Purchase Decision (Y).

Discussion

The Influence of Brand Ambassador and Electronic Word-of-Mouth on Purchase Decision

This study finds that both brand ambassador and electronic word-of-mouth have a positive impact on purchase decision towards Nabati products. ENHYPEN, as a popular K-pop group, brings prestige visibility to Nabati products. Their endorsement can elevate the brand's status and attract their dedicated fanbase, especially if the fans are aligned with Nabati's target market. This celebrity endorsement can effectively reach younger audiences who closely follow the group. Additionally, having ENHYPEN as brand ambassadors allows Nabati to control the messaging and image presented, ensuring it aligns with their marketing strategy. On the other hand, eWOM is often perceived as more trustworthy and relatable because it comes from real customers sharing their genuine experiences. People tend to trust recommendations from friends, family, and other consumers more than celebrity endorsements. eWOM also provides real-time feedback and insights into customer satisfaction, offering valuable information that can influence potential buyers based on peer opinions and personal experiences. The comparative importance of ENHYPEN and eWOM hinges on Nabati's target audience and marketing goals. If the target market aligns closely with ENHYPEN's fanbase, the brand ambassador might have a significant impact. Conversely, if the audience values peer reviews and authentic customer experiences, eWOM could be more influential.

The Influence of Brand Ambassador on Purchase Decision

ENHYPEN's role as a brand ambassador positively influences purchase decisions towards Nabati products for several reasons. As a popular K-pop group, ENHYPEN brings a strong and appealing brand image that attracts fans and consumers who admire them. Their endorsement also adds credibility to Nabati product, as fans often trust recommendations from their favorite celebrities. Additionally, ENHYPEN's fan base is likely to align with Nabati's target demographic, making their endorsement particularly effective in reaching potential customers. Their involvement in promotional activities boosts the visibility of Nabati product, increasing awareness and interest among consumers. Moreover, fans may feel a stronger emotional connection to products endorsed by ENHYPEN, which can positively influence their purchasing choices.

The Influence of Electronic Word-of-Mouth on Purchase Decision

The findings of this study indicate that electronic word-of-mouth positively impacts purchase decision towards Nabati product. Electronic word-of-mouth (eWOM) can positively impact purchase decisions toward Nabati products for several reasons. First, eWOM often comes from peers, friends, or other consumers who have firsthand experience with the product. These recommendations are seen as more trustworthy and credible compared to traditional advertising, which helps boost confidence in purchasing Nabati products. Additionally, positive eWOM creates a sense of social proof. When potential buyers see that others have had favorable experiences with Nabati products, they are more inclined to believe these products are worth trying. eWOM also provides detailed, real-world insights about the products, offering information that might not be available through official marketing channels and helping consumers make more informed decisions. Moreover, positive eWOM increases the visibility of Nabati product on social media platforms and review sites, enhancing brand recognition and market presence. It also often includes personal stories and experiences that resonate emotionally with potential buyers, strengthening their perception of the brand and influencing their purchasing behavior. Lastly, favorable feedback from other consumers enhances the perceived value of Nabati product, making them seem like a better choice compared to competitors. Overall, the trust, social influence, and detailed information provided by eWOM collectively enhance the attractiveness and credibility of Nabati product.

CONCLUSION AND RECOMMENDATION

Conclusions

The results can be summarized as follows.

1. ENHYPEN as a Brand Ambassador, which includes four indicators—Congruence, Credibility, and Attractiveness, and Power—has a positive impact on Purchase Decision towards Nabati product.
2. Electronic Word-of-Mouth, which is measured by four indicators—Concern for Others, Expressing Positive Feeling, Helping the Company, and Platform Assistance—has a positive effect on Purchase Decision towards Nabati product.
3. Both ENHYPEN as a Brand Ambassador and Electronic Word-of-Mouth positively impact Purchase Decision towards Nabati products. This suggests that brand ambassador and electronic word-of-mouth enhance

potential buyers' decision to purchase Nabati product.

Recommendations

Based on the research findings and discussion, the study offers several recommendations:

1. Reviewers should provide comprehensive and detailed information about the product they bought, including the price, where they got the product, and what are the inclusions when buying that product.
2. This research can serve as a reference for snacks sector aiming to enhance consumer confidence in local snacks, which could lead to increased customer and contribute to a more sustainable snack sector.
3. The company might consider being more vocal and aggressive in promoting their products and the brand ambassadors collaborating with Nabati. Given that a large number of Gen Z follows K-pop trends, this could present an opportunity for the company to significantly boost brand awareness compared to before.
4. Future research should consider expanding the sample size to improve data accuracy and include additional independent variables to explore a wider range of factors. This would make the results more measurable and might uncover other elements that influence purchase decision towards Nabati product.

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