

**THE INFLUENCE OF BRAND AMBASSADOR, PROMOTION AND
VIRAL MARKETING ON TOS TOS PRODUCT PURCHASE
DECISIONS
(Survey of NCT Dream Fans of Tos Tos Consumers in Indonesia)**

Nursabilla. M
NIM. 141200025

Management Study Program Student
Faculty of Economics and Business, UPN "Veteran" Yogyakarta
141200025@student.upnyk.ac.id

ABSTRACT

This research aims to determine whether there is an influence of the independent variables brand ambassador, promotion, and viral marketing on the dependent variable of the decision to purchase high-five products. This research uses primary data and secondary data. This research uses quantitative research, with a population of NCT Dream fans in Indonesia where the sample taken in this research was 105 respondents. Using non probability sampling method with purposive sampling technique. The data collection method used was a questionnaire. The data analysis technique uses multiple linear regression analysis using SPSS Statistics 25. The results of this research show that: brand ambassadors, promotions and viral marketing together have a significant influence on purchasing decisions for high-five products. Brand ambassadors have a positive and significant influence on purchasing decisions for high-five products. Promotion has a positive and significant effect on the decision to purchase high-five products. Viral marketing has a positive and significant effect on the decision to purchase high-five products.

Keywords: Brand Ambassador, Promotion, Viral Marketing, Purchase Decision.

**PENGARUH *BRAND AMBASSADOR*, PROMOSI DAN *VIRAL*
MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK TOS
TOS
(Survei Pada Penggemar NCT Dream Konsumen Tos Tos di Indonesia)**

Nursabilla. M
NIM. 141200025

Mahasiswa Program Studi Manajemen
Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta
141200025@student.upnyk.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh variabel independen *brand ambassador*, promosi, dan *viral marketing* terhadap variabel dependen keputusan pembelian produk tos tos. Penelitian ini menggunakan data primer dan data sekunder. Adapun penelitian ini menggunakan penelitian kuantitatif, dengan populasi penggemar NCT Dream di Indonesia dimana sampel yang diambil dalam penelitian ini yaitu 105 responden. Menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Metode pengumpulan data yang digunakan yaitu kuesioner. Teknik analisis data menggunakan analisis regresi linear berganda dengan menggunakan SPSS Statistik 25. Hasil penelitian ini diketahui bahwa: *brand ambassador*, promosi, dan *viral marketing* secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian produk tos tos. *Brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian produk tos tos. Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian produk tos tos. *Viral marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian produk tos tos.

Kata kunci: *Brand Ambassador*, Promosi, *Viral Marketing*, Keputusan Pembelian.