ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh *endorsement* NCT Dream sebagai *brand ambassador* terhadapkeputusan pembelian konsumen Mi Instan Lemonilo di Kabupaten Semarang, dengan *brand image* dan *brand awareness* sebagai mediasi. Fenomena persaingan ketat di industry mie instan menuntut Perusahaan untuk mengoptimalkan strategi pemasaran melalui pemilihan figure public yang tepat guna membangun citra dan kesadaran merek yang kuat dimata konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif. Data dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang berdomisi di Kabupaten Semarang dan merupakan konsumen Mie Instan Lemonilo. Teknis analisis data menggunakan analisis linier berganda dan analisis jalur (path analysis) yang diolah melalui program SPSS 25. Hasil penelitian menunjukan bahwa variabel *brand ambassador* memiliki pengaruh positif dan signifikan terhadap *brand image* dan *brand awareness.* Secara simultan dan parsial, seluruh variabel independent berpengaruh signifikan terhadap keputusan pembelian. Selain itu, analisis jalur membuktikan bahwa *brand image* dan *brand awareness* mampu memediasi pengaruh *brand ambassador* terhadap keputusan pembelian secara efektif. Penelitian ini menyimpulkan bahwa penguatan figure NCT Dream sebagai duta merek sangat krusial dalam membentuk persepsi positif dan ingatan konsumen yang pada akhirnya mampu mengoptimalkan keputusan pembelian produk Lemonilo.

Kata kunci: *Brand Ambassador, Brand Image, Brand Awareness,* Keputusan Pembelian, NCT Dream, Lemonilo.

ABSTRACT

This study aims to analyze and explain the influence of NCT Dream's endorsement as a brand ambassador on the purchase decision of Lemonilo instant noodle consumers in Semarang Regency, with brand image and brand awareness as mediating variables. The phenomenon of intense competition in the instant noodle industry requires companies to optimize marketing strategis through the selection of appropriate public figures to build a strong brand image and awareness in the minds of consumers. The research method use was quantitative with descriptive approach. Data were collected by distributing questionnaries to 100 respondents residing in Semarang Regency who are consumers of Lemonilo instant noodles. Data analysis tecniques included multiple linear regression and path analysis processed through the SPSS 25 program. The result showed that the brand ambassador variable had a positive and signnificant influence on brand image and brand awareness. Simultanously and partially, all independent variables significantly influenced the purchase decision. Furthermore, path analysis proved that brand image and brand awareness were able to effectively mediate the ifluence of the brand ambassador on the purchase decision. This study concludes that strengthening NCT Dream's figure as a brand ambassador is crucial in forming positive perceptions and comsumer recall, wich ultimately optimizes the purchase decision for Lemonilo products.

Keywords: Brand Ambassador, Brand Image, Brand Awareness, Purchase Decision, NCT Dream, Lemonilo.