

***The Influence of Brand Ambassadors, Advertisements, and Prices  
on the Decision to Buy Lemonilo Instant Noodle Products in  
Generation Z in DKI Jakarta***

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***Abstract***

*The high consumption of instant noodles in Indonesia has encouraged the emergence of various kinds of products in the community, one of which is Lemonilo. However, the fierce competition between similar products makes Lemonilo's products have not yet reached the first rank in the sales of instant noodle products. Therefore, there is a predetermined formulation of the problem, namely whether brand ambassadors, advertisements, and prices affect purchasing decisions. The implementation of this quantitative research aims to find out, prove, and analyze the influence of brand ambassadors, advertisements, and prices on purchasing decisions. The study population was the entire consumer (Generation Z) who bought Lemonilo instant noodle products in DKI Jakarta with a sample of 100 people using non-probability sampling techniques and purposive sampling methods. Then, data analysis is assisted by SmartPLS 3.0 software. The results showed that brand ambassadors of 0.143, advertisements of 0.613, and prices of 0.263 overall had a positive and significant effect on the purchase decision of Lemonilo instant noodle products in Generation Z in DKI Jakarta. The contribution together with brand ambassadors, advertisements, and prices was 77.30% while the remaining 22.70% was due to other factors including product quality, brand image, and so on.*

***Keywords:*** *purchasing decisions, brand ambassadors, advertising, pricing*

# **Pengaruh *Brand Ambassador*, Iklan, dan Harga Terhadap Keputusan Pembelian Produk Mie Instan Lemonilo Pada Generasi Z di DKI Jakarta**

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## **Abstrak**

Tingginya konsumsi mie instan di Indonesia mendorong munculnya berbagai macam produk di masyarakat salah satunya Lemonilo. Namun, persaingan yang sengit antar produk sejenis membuat produk Lemonilo belum mencapai peringkat pertama dalam penjualan produk mie instan. Maka dari itu, terdapat rumusan masalah yang telah ditetapkan yaitu apakah *brand ambassador*, iklan, dan harga berpengaruh terhadap keputusan pembelian. Pelaksanaan penelitian kuantitatif ini bertujuan untuk mengetahui, membuktikan, dan menganalisis pengaruh *brand ambassador*, iklan, dan harga terhadap keputusan pembelian. Populasi penelitian adalah keseluruhan konsumen (Generasi Z) yang membeli produk mie instan Lemonilo di DKI Jakarta dengan sampel sebanyak 100 orang menggunakan teknik *non probability sampling* dan metode *purposive sampling*. Lalu, analisis data dibantu oleh *software SmartPLS 3.0*. Hasil penelitian menunjukkan *brand ambassador* sebesar 0.143, iklan sebesar 0.613, dan harga sebesar 0.263 keseluruhan berpengaruh positif dan signifikan terhadap keputusan pembelian produk mie instan Lemonilo pada Generasi Z di DKI Jakarta. Kontribusi secara bersama-sama *brand ambassador*, iklan, dan harga sebesar 77,30% Sedangkan sisanya sebesar 22,70% disebabkan oleh faktor lainnya diantaranya kualitas produk, citra merek, dan lain sebagainya.

**Kata Kunci:** keputusan pembelian, *brand ambassador*, iklan, harga