

***The Influence of Hallyu Wave, Brand Ambassador, and Brand Image on Purchase Decisions on Mie Sedaap Selection Korean Cheese Buldak on Generasi Z at Jakarta***

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***ABSTRACT***

*Based on data obtained from the Top Brand Award site, Mie Sedaap is in second place after Indomie, which continues to grow consistently every year but has not yet been able to compete with Indomie's market share. These data can be interpreted that alternative considerations of the Mie Sedaap Selection Korean Cheese Buldak product are still lacking. So it is assumed that there is a purchase decision of Z generation problem on Mie Sedaap Selection Korean Cheesse Buldak products. Therefore, this study aims to determine the effect of the hallyu wave, brand ambassador, and brand image on purchasing decisions of Z generation on Mie Sedaap Selection Korean Cheese Buldak products. This study uses some of the consumers of Mie Sedaap Selection Korean Cheese Buldak products in Jakarta area as a sample. The Selection of some consumers of Mie Sedaap Selection Korean Cheese Buldak products in Jakarta area was carried out using several specific criteria, people generation 15-26 years old who live in Jakarta area and who have bought or consume Mie Sedaap Selection Korean Cheese Buldak products with an acceptable sample size of 100 respondents. Testing the hypothesis in this study using Multiple Linear Regression Analysis with the SmartPLS program and a significance level of 5% (0.05). The results of the test obtained (1) there is a significant influence between the hallyu wave on purchasing decisions, (2) there is no a significant influence between the brand ambassador on purchasing decisions, (3) there is a significant influence between brand image on purchasing decisions.*

***Keywords*** : *hallyu wave, brand ambassador, brand image, purchasing decisions, and generation Z.*

**Pengaruh *Hallyu Wave*, *Brand Ambassador* dan Citra Merek Terhadap  
Keputusan Pembelian Mie Sedaap Selection Korean Cheese Buldak Pada  
Generasi Z di Jakarta**

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**ABSTRAK**

Berdasarkan data yang diperoleh dari situs Top Brand Award, Mie Sedaap berada di posisi kedua setelah Indomie yang terus mengalami peningkatan secara konsisten setiap tahunnya, namun belum mampu menyaingi pangsa pasar Indomie. Data tersebut dapat diartikan bahwa alternatif pertimbangan dari produk Mie Sedaap Selection Korean Cheese Buldak itu masih kurang. Maka diasumsikan terdapat masalah keputusan pembelian generasi Z pada produk Mie Sedaap Selection Korean Cheese Buldak. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh *hallyu wave*, *brand ambassador*, dan citra merek terhadap keputusan pembelian Mie Sedaap Selection Korean Cheese Buldak pada generasi Z di Jakarta. Penelitian ini menggunakan sebagian dari konsumen produk Mie Sedaap Selection Korean Cheese Buldak di wilayah Jakarta sebagai sampel. Pemilihan sebagian dari konsumen produk Mie Sedaap Selection Korean Cheese Buldak di wilayah Jakarta dilakukan dengan menggunakan beberapa kriteria khusus, yaitu berusia 15-26 tahun, generasi z yang berdomisili di Jakarta dan pernah membeli atau menggunakan produk Mie Sedaap Selection Korean Cheese Buldak dengan jumlah sampel yang dapat diterima yaitu 100 responden. Pengujian hipotesis dalam penelitian ini menggunakan Analisis Regresi Linear Berganda dengan program SmartPLS 4.0 dan tingkat signifikansi 5% (0,05). Hasil dari pengujian diperoleh (1) terdapat pengaruh signifikan antara *hallyu wave* terhadap keputusan pembelian, (2) tidak berpengaruh signifikan antara *brand ambassador* terhadap keputusan pembelian, (3) terdapat pengaruh signifikan antara citra merek terhadap keputusan pembelian.

**Kata Kunci** : *hallyu wave*, *brand ambassador*, citra merek, keputusan pembelian, dan generasi z.