

Hubungan Kredibilitas Artis K-pop sebagai *Brand Ambassador* dengan Keputusan Pembelian di Kalangan Penggemar

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ABSTRAK

Penelitian ini bertujuan untuk mengukur dan menganalisis hubungan kredibilitas artis K-pop BTS sebagai *brand ambassador* Samsung di kalangan ARMY Indonesia dengan menggunakan teori kredibilitas sumber. Metode yang digunakan adalah kuantitatif korelasional dengan menggunakan sumber data primer dan sekunder. Populasi yang digunakan dalam penelitian ini merupakan ARMY Indonesia dengan sampel sebanyak 100 responden. Teknik pengambilan sampel yang dilakukan menggunakan *purposive sampling*. Peneliti menggunakan teknik analisis data uji korelasi *Pearson Product Moment*, uji koefisien determinasi, dan uji hipotesis menggunakan uji t.

Kredibilitas *brand ambassador* diukur berdasarkan dimensi keahlian, kepercayaan, dan daya tarik. Sedangkan keputusan pembelian diukur berdasarkan dimensi pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan pasca pembelian yang didukung dengan model AIDA. Hasil uji korelasi variabel X (kredibilitas *brand ambassador*) dengan variabel Y (keputusan pembelian) menunjukkan korelasi sebesar 0,341. Hasil uji koefisien determinasi sebesar 11,6% dan hasil uji hipotesis dengan uji t sebesar 3,591 yang artinya H_a diterima dan H_0 ditolak. Kesimpulannya bahwa terdapat hubungan antara kredibilitas artis K-pop BTS sebagai *brand ambassador* Samsung dengan keputusan pembelian di kalangan ARMY Indonesia.

Kata kunci: Kredibilitas, *Brand Ambassador*, Keputusan Pembelian.

***Credibility Relation of Artist K-pop as Brand Ambassador with Purchase Decision
Among Fans***

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ABSTRACT

This study aims to measure and analyze the credibility relationship of K-pop BTS artists as Samsung brand ambassadors among Indonesian ARMYs using source credibility theory. The method used is quantitative correlation using primary and secondary data sources. The population used in this study is Indonesian ARMY with a sample of 100 respondents. The sampling technique used was purposive sampling. Researchers used data analysis techniques Pearson Product Moment correlation test, coefficient of determination test, and hypothesis testing using t test.

The credibility of the brand ambassador is measured based on the dimensions of expertise, trustworthiness, and attractiveness. While purchasing decisions are measured based on the dimensions of need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase supported by the AIDA model. The results of the correlation test of the X variable (brand ambassador credibility) with the Y variable (purchase decision) showed a correlation of 0.341. The results of the coefficient of determination test are 11.6% and the results of hypothesis testing with a t-test of 3.591, which means H_a is accepted and H_o is rejected. The conclusion is that there is a relationship between the credibility of K-pop artists BTS as Samsung brand ambassadors and purchasing decisions among Indonesian ARMYs.

Keywords: Credibility, Brand Ambassador, Purchase Decision.