

**PENGARUH BRAND AMBASSADOR STRAY KIDS
DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PEMBELIAN
SUSU ULTRA MILK PADA KOMUNITAS STAY INDONESIA
(DENGAN PENDEKATAN SEM-PLS)**

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ABSTRAK

Susu Ultra Milk adalah produk susu dengan peringkat teratas di Indonesia yang berasal dari PT. Ultra Jaya Milk Industry and Trading Company Tbk. Tujuan penelitian ini untuk menganalisis pengaruh *brand ambassador* Stray Kids dan promosi penjualan terhadap keputusan pembelian susu Ultra Milk pada komunitas Stay Indonesia. Penelitian bersifat kuantitatif, penelitian dilakukan pada aplikasi Twitter. Populasi penelitian ini adalah fans dari grup K-POP Stray Kids yang menjadi pengikut akun Twitter @skfess yang sudah melakukan pembelian susu Ultra Milk dengan rentang usia 20-30 tahun. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Sampel pada penelitian ini berjumlah 100 responden yang dihitung menggunakan rumus Lemeshow. Pengolahan data pada penelitian ini dilakukan dengan menggunakan *software* SmartPLS 4.0 dengan *Structural Equation Modeling - Partial Least Square* (SEM-PLS). Hasil pengujian parsial menunjukkan *brand ambassador* memperoleh nilai $t_{hitung} < t_{tabel}$ ($0,777 < 1,96$) yang berarti variabel *brand ambassador* Stray Kids tidak berpengaruh signifikan terhadap keputusan pembelian susu Ultra Milk pada komunitas Stay Indonesia dan promosi penjualan memperoleh nilai $t_{hitung} > t_{tabel}$ ($6,053 > 1,96$) yang berarti variabel promosi penjualan berpengaruh signifikan terhadap keputusan pembelian susu Ultra Milk pada komunitas Stay Indonesia, kemudian dari hasil pengujian secara simultan didapatkan nilai $F_{hitung} > F_{tabel}$ sebesar $28,24 > 3,93$ yang berarti variabel *brand ambassador* Stray Kids dan promosi penjualan berpengaruh secara simultan terhadap keputusan pembelian susu Ultra Milk pada komunitas Stay Indonesia.

Kata kunci: *brand ambassador*, promosi penjualan, keputusan pembelian

**THE EFFECT OF STRAY KIDS BRAND AMBASSADOR
AND SALES PROMOTION ON ULTRA MILK PURCHASE DECISIONS
IN THE INDONESIAN STAY COMMUNITY
(WITH THE SEM-PLS APPROACH)**

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ABSTRACT

Ultra Milk is the top ranked milk product in Indonesia originating from PT. Ultra Jaya Milk Industry and Trading Company Tbk. The purpose of this research is to analyze the influence of the Stray Kids brand ambassador and sales promotions on the decision to purchase Ultra Milk milk in the Indonesian Stay community. The research is quantitative, the research was conducted on the Twitter application. The population of this research are fans of the K-POP group Stray Kids who are followers of the Twitter account @skfess who had purchased Ultra Milk with an age range of 20-30 years. The sampling technique used was non-probability sampling with a purposive sampling method. The sample in this study consisted of 100 respondents who were calculated using the Lemeshow formula. Data processing techniques in this research were carried out using SmartPLS 4.0 software with the Structural Equation Modeling - Partial Least Square (SEM-PLS) approach. Partial test results show that brand ambassador obtained a statistical t value $< t$ table ($0.777 < 1.96$) which means the brand ambassador variable has no significant influence on purchasing decisions to purchase Ultra Milk in Stay Indonesia Community and sales promotion obtained a statistical t value $> t$ table ($6.053 > 1.96$) which means that sales promotion variable has a significant effect on purchasing decisions to purchase Ultra Milk in Stay Indonesia Community. Then from the simultaneous test results, the $F_{count} > F_{table}$ value is $28.24 > 3.93$ which means the brand ambassador and sales promotion variables have a joint influence on purchasing decisions to purchase Ultra Milk in Stay Indonesia Community.

Keywords: brand ambassador, sales promotion, purchasing decision