

ABSTRACT

With the rapid development of social media technology today, brand ambassadors and e-WOM can effectively expand market reach and can become tools for companies to market products or services. The active use of social media by Indonesian people in general has shown great interest in K-pop. This shows the popularity and influence of K-pop in this country. One of them is the NCT group which is currently popular with Indonesian people. The influence of Electronic Word of Mouth (eWOM), which comes from the popularity of NCT 127 as brand ambassadors for Click toothpaste, has had an impact on Indonesian consumers' interest in buying goods. Consumer perceptions of Click toothpaste and the impact of eWOM on purchase intention were measured using quantitative methods.

The aim of this research is to identify the relationship between brand ambassadors and e-WOM and how both impact and influence consumer purchase intentions towards Click toothpaste products.

In this research, quantitative methodology was used, including descriptive analysis and multiple linear regression. This study involved 385 people surveyed. The aim is to find out how marketing strategies involving brand representatives, eWOM, and sender expertise impact the success of product marketing in the digital and social media era. It is hoped that the research results will help marketers create marketing strategies that are more suitable for this situation.

The results of this research show that the presence of NCT 127 as a brand ambassador and the use of Electronic Word of Mouth (eWOM) positively influences consumer interest in buying Click toothpaste. NCT 127 Brand Ambassador and eWOM increase purchase intention more significantly, and eWOM also increases purchase intention. These two factors combined significantly influence consumers' purchasing intentions, indicating that consumers' purchasing intentions have increased significantly. This research provides significant benefits, especially in its contribution to theoretical aspects. It is hoped that the research results will provide a deeper understanding regarding the influence of eWOM on consumer buying interest. Based on the research results, PT Kino suggests maximizing the presence of NCT 127 as brand ambassadors for the Click brand and for further research it can add other variables such as advertising campaigns, prices, promotions, and so on.

Keywords: *Brand Ambassador, e-WOM, e-WOM Quality, e-WOM Quantity, Marketing, Sender's Expertise, Purchase Intention, Click*