

ABSTRACT

This research is motivated by the marketing collaboration between McDonald's and BoyBand BTS. The collaboration launched a BTS Meal product which has a high appeal in its packaging. The launch of BTS Meal McDonald's in Indonesia in June 2021. BTS Meal is a new product from McDonald's which has spread all over the world, even in Indonesia. The existence of BTS Meal makes sales spikes high because of a good marketing strategy and increases sales value. The collaboration went viral because there was a crowd that caused dozens of McDonald's outlets in Indonesia to temporarily close.

This study aims to examine the effect of Brand Ambassador on Purchase Decisions. The population in this study is all the people of the city of Medan who have purchased BTS Meal which is difficult to know with certainty. The research sample used the Cochran formula and obtained a sample of 400 people. The method used in this research is a quantitative method with a descriptive type of research. The sampling technique used is the non-probability sampling method, the type of purposive sampling. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of the hypothesis test (t test) that the Brand Ambassador variable (X) has a value of $t_{count} (18,132) > t_{table} (1,962)$ and a significance level of $0.000 < 0.05$, then H_0 is rejected. Therefore, it can be concluded that there is a significant influence of Brand Ambassador (X) on Purchase Decision (Y). Meanwhile, the magnitude of the influence of the Brand Ambassador on the Purchase Decision is shown by the Coefficient of Determination (R^2), which is 45.2%. The conclusion of this study, the influence of Brand Ambassador on BTS Meal Purchase Decisions is in the good category and there is a significant influence of Brand Ambassador on BTS Meal Purchase Decisions in Medan City.

Keywords: Brand Ambassador, Purchase Decision, BTS Meal