

ABSTRAK

**ANALISIS PENGARUH AHN HYO SEOP SEBAGAI BRAND AMBASSADOR
DAN E-WOM TERHADAP PURCHASE INTENTION DENGAN
BRAND IMAGE SEBAGAI VARIABEL MEDIASI
PADA BRAND MIE SEDAAP**

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Penelitian ini bertujuan untuk mengetahui (1) Menganalisis pengaruh Ahn Hyo Seop sebagai *brand ambassador* terhadap *purchase intention* Mie Sedaap pada Generasi Z. (2) Menganalisis pengaruh E-WOM terhadap *purchase intention* konsumen Mie Sedaap. (3) Menganalisis pengaruh *brand image* Mie Sedaap yang menjadi variabel mediasi antara Ahn Hyo Seop sebagai *brand ambassador* terhadap *purchase intention* Mie Sedaap di kalangan Generasi Z. (4) Menganalisis pengaruh *brand image* Mie Sedaap yang menjadi variabel mediasi antara E-WOM terhadap *purchase intention* Mie Sedaap di kalangan Generasi Z. Metode pengambilan sampel menggunakan non-probability sampling dengan pendekatan purposive sampling. Data diperoleh melalui penyebaran kuesioner secara online menggunakan *Google Form* kepada konsumen Mie Sedaap yang lahir antara tahun 1997–2012, berdomisili di Daerah Istimewa Yogyakarta, dan mengenal Ahn Hyo Seop. Analisis data dilakukan menggunakan teknik Partial Least Square (PLS) melalui aplikasi SEM-PLS versi 4.1.12. Hasil penelitian menunjukkan bahwa: (1) *Brand ambassador* berpengaruh terhadap *purchase intention*. (2) E-WOM berpengaruh terhadap *purchase intention*. (3) *Brand ambassador* berpengaruh terhadap *purchase intention* dengan *brand image* sebagai mediasi. (4) E-WOM berpengaruh terhadap *purchase intention* dengan *brand image* sebagai mediasi.

Kata kunci: *Brand Ambassador, E-WOM, Purchase Intention, Brand Image.*

ABSTRACT

**ANALYSIS OF THE INFLUENCE OF AHN HYO SEOP AS A BRAND
AMBASSADOR AND E-WOM ON PURCHASE INTENTION
WITH BRAND IMAGE AS A MEDIATING VARIABLE
IN THE MIE SEDAAP BRAND**

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This study aims to: (1) analyze the influence of Ahn Hyo Seop as a brand ambassador on the purchase intention of Mie Sedaap among Generation Z, (2) analyze the effect of Electronic Word of Mouth (E-WOM) on the purchase intention of Mie Sedaap consumers, (3) examine the mediating role of Mie Sedaap's brand image in the relationship between Ahn Hyo Seop as a brand ambassador and purchase intention among Generation Z and (4) analyze the mediating effect of brand image on the relationship between E-WOM and purchase intention among Generation Z consumers. The sampling technique used in this study is non-probability sampling with a purposive sampling approach. Data were collected through an online questionnaire distributed via Google Form to Mie Sedaap consumers born between 1997 and 2012, residing in the Special Region of Yogyakarta, and familiar with Ahn Hyo Seop. Data analysis was conducted using the Partial Least Squares (PLS) method with the SEM-PLS version 4.1.12 application. The results show that: (1) the brand ambassador significantly influences purchase intention, (2) E-WOM has a significant effect on purchase intention, (3) the brand ambassador influences purchase intention through the mediation of brand image, and (4) E-WOM affects purchase intention with brand image as a mediating variable.

Keywords: Brand Ambassador, E-WOM, Purchase Intention, Brand Image