

## ABSTRACT

### ***"The Influence Of Brand Ambassador, Social Media, And Product Quality On Purchase Decision Of Click Toothpaste Products"***

Ardwinta Zahra.<sup>1)</sup>, Teguh Prasetyo, S.E.,M.Si<sup>2)</sup>

<sup>1)</sup> Student of Management Department, Pembangunan Jaya University

<sup>2)</sup> Lecturer of Management Department, Pembangunan Jaya University

*In the current era, various types of goods and foreign brands fill the Indonesian market. At the same time, the market environment is becoming highly competitive. Competition occurs when organizations and industries produce the same or similar goods. Developing countries such as Indonesia are the right and potential targets for marketing local and international products. South Korean culture is also dominating the international market and becoming the center of attention all over the world. Indonesia is a country that has entered South Korean culture which is becoming a trend in the fields of fashion, entertainment and daily needs. Therefore, a company or organization has reasons to promote and expand the product market using marketing strategies related to South Korean culture. For this reason, this study aims to analyze and test how much influence Brand Ambassador, Social Media and Product Quality on Purchase Decision for the Korean Click toothpaste product. This research uses quantitative method with a descriptive approach and analytical techniques using Multiple Linear Regression. In the research process, the quantitative research method is the method that will be used with the object of research being people who know about Click toothpaste products, know NCT 127 Brand Ambassadors and people who live in the JABODETABEK area. In this study, the exact number of the population is unknown and the researchers used purposive sampling as a sampling method with a sample size of 180 samples and data were collected through questionnaires.*

**Keywords:** *Brand Ambassador, Social Media, Product Quality, Purchase Decision*