

The Influence of Brand Ambassadors on Repurchase Intention with Impulsive Buying as Mediating Variable of TOS X NCT Dream Products at NCTZEN Surabaya

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Abstract. The increasing popularity of K-pop fandom-based marketing strategies in Indonesia is considered effective in building emotional closeness and increasing consumer loyalty. This study aims to determine the effect of Brand ambassador (X) on Repurchase intention (Y) with Impulsive buying (Z) as a mediating variable for the TOS TOS X NCT DREAM product among K-pop fans, particularly NCTZEN in Surabaya. The research method used here is quantitative, utilizing descriptive and explanatory approaches. The data collection technique was carried out through an online questionnaire distributed to 113 respondents who were NCTZEN in Surabaya and had purchased TOS TOS X NCT DREAM products. The data analysis technique used Partial Least Square - Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. The results of the study show that: (1) Brand ambassador has a direct effect on Repurchase intention; (2) Brand ambassador has a significant effect on Impulsive buying; (3) Impulsive buying has a significant effect on Repurchase intention; and (4) Impulsive buying is proven to be a mediating variable in the relationship between Brand ambassador and Repurchase intention. So, it is clear that partnering with K-pop idol Brand ambassadors can encourage impulse purchases and create stronger customer loyalty because it makes people more likely to buy again.

Keywords: Include at least 5 keywords or phrases

1 INTRODUCTION

The development of the music industry and pop culture, especially K-pop, shows significant growth (Monita, 2024). The influence of K-pop, which is currently being talked about, has made many people fall in love with this entertainment industry (Valenciana et al., 2022). K-pop not only dominates the music market in South Korea, but it also manages to attract global attention with millions of fans around the world. K-pop has shown its influence in Asia since the beginning of the 21st century (Li, 2022).

K-pop stands for Korean Pop and is a popular music genre that originated in South Korea. K-pop has experienced rapid development and produced many idols, including H.O.T, Super Junior, SNSD, BTS, NCT DREAM, AESPA, ATEEZ, TXT, ENHYPEN, Babymonster and other idol groups with huge fans. Fans of this K-pop idol are commonly called fandoms. Fandom itself is an acronym for "Fans Kingdom" that describes a group of people who share the same idol (Sitoresmi, 2023). Hallyu is a term that refers to the popularity of Korean entertainment and culture that spread from Asia to other parts of the world (Marwati et al., 2024). Some aspects that explain Hallyu's popularity include K-pop, K-dramas, movies, food, cosmetics, fashion, and language (Purba, 2021). Among the various aspects that make up Hallyu's popularity, K-pop is the most popular and widely loved by the global community, followed by Korean dramas and Korean films (Mawarti et al., 2024). This phenomenon is characterized by the emergence of idol groups that rely not only on the quality of music, but also on visuals, innovative concepts, and intense interaction with fans.

NCT DREAM is one of the idol groups that is currently popular and has managed to build a loyal fan base known as NCTZEN. NCT DREAM is a K-pop group formed under the management of SM Entertainment with the concept of teen idols with their refreshing energy and extraordinary musical talent with a unique appeal (Maharani, 2023). NCT DREAM won the Best Artist (Daesang) award at the 2024 Hanteo Music Awards (HMA) (Aulia, 2024). NCT DREAM proved its popularity by becoming the first K-pop boy group to hold their solo concert at one of the largest stadiums in Indonesia, namely the main stadium of Gelora Kurniawan (GBK), and proved their fans' loyalty by selling out their concert tickets at The Dream Show 3 Jakarta (Desyaningrum, 2024).

NCT DREAM's fan community or what is called NCTZEN has been formed since the group's debut in 2016. The name NCTZEN is a combination of the words "NCT" (Neo Culture Technology) and "Citizen", so it can be interpreted that fans are citizens of the NCT world.

K-pop has influenced the thinking of fans including in their consumption culture, the adoption of Korean cultural identity, and behaviors that tend to be fanatical (Valenciana et al., 2022). Ardhiyansyah et al (2021) revealed that K-pop fans are categorized as fans who have high loyalty to their idols. K-pop fans are synonymous with fanaticism. K-pop fans are never separated from items or merchandise related to their idols such as albums, *lightsticks*, *photocards*, and other *merchandise* or by coming to every *fanmeeting*, *fansign*, *showcase*, and idol concert. Merchandise is one of the most popular things among K-pop fans (Valenciana et al., 2022). Collecting

merchandise is a form of activity carried out by fans, such as collecting products related to idols, *official (official merchandise)*, and *unofficial (unofficial merchandise)*. K-pop fans claim to have fun buying items related to their idols (Ardhiyansyah et al., 2021). The pleasure felt by K-pop fans when buying items related to their idols often creates a deep and memorable experience, building a strong loyalty where fans feel that every purchase they make is a form of support and recognition for their idols (Ardhiyansyah et al., 2021). Loyalty as a fan who is truly satisfied with the purchase experience, the fan will repurchase *the product intention* (Schiffman & Wisenblit, 2019).

Pandangan et al (2021) stated that *repurchase intention* occurs after consumers purchase goods/services, after consumers use these goods/services, a desire to make a repurchase will be formed, satisfied customers will return to buy products, praise the products they bought in front of others, and pay little attention to competitors' brands and advertisements. However, consumer behavior is not always completely rational or planned, in many cases consumers can make irrational or impulsive purchasing decisions (Nugraha et al., 2021). This *repurchase intention* is influenced by the customer's emotional impulse and *impulsive buying* carried out previously (Azizah et al., 2024).

Ascasputra & Arimbi (2022) state that *impulsive buying* is a tendency for consumers to buy spontaneously, reflexively, suddenly, and automatically. Khelsea et al (2021) K-pop marketing states that the decision to purchase K-pop merchandise is made quickly and without any consideration, especially related to goods related to their idols. Fans buy products related to their idols spontaneously and without planning, no longer considering the needs, price, and quality of the product. Khelsea et al (2021) also mentioned that one of the triggers for K-pop fans to do *impulsive buying* is when idols release merchandise, new product collaborations with idols (*Brand ambassador* product). *Impulsive buying* is a sudden and unplanned fan shopping habit that is influenced by the use of Korean *Brand ambassadors* (Rambe et al., 2021).

Brand ambassadors can be used by companies to increase their sales, either in the form of goods or services (Prasetya et al., 2022). *K-pop brand ambassadors* are a marketing strategy trend used by many companies in Indonesia and are the right step to increase sales (Fidelia et al., 2024). This phenomenon provides an opportunity for companies in Indonesia to attract Korean artists as *product brand ambassadors* (Valenciana et al., 2022).

Azzahra (2023) stated that TOS TOS is a triangle-shaped tortilla snack product made from real corn with three flavor variants such as nacho cheese, roasted corn, and korean bbq. PT Dua Kelinci appointed NCT DREAM as a *TOS TOS Brand ambassador* to increase the attractiveness and uniqueness of the product. The collaboration of TOS TOS and NCT DREAM products is a smart and interesting step to introduce TOS TOS products to a wider target (Azzahra, 2023). Fans tend to be interested in buying the collaboration product as their way to support their idols (Denisa, 2023). The unique habit of K-pop fans is to collect their idol merchandise, one of which is photocards (Khelsea et al., 2021). According to a survey by the Kadata Insight Center (2022), photocards are the most owned and in-demand merchandise by K-pop fans. Denisa (2023) PT Dua Kelinci takes advantage of this opportunity by providing random photocards on each TOS TOS product packaging to increase the curiosity of fans. As a result of this collaboration, NCTZEN will pay more attention to TOS TOS products and allow them to become major and loyal customers in the future (Denisa, 2023).

Brand ambassador is one of the strategies used by companies to influence consumer behavior in making purchase decisions. A number of previous studies have examined the influence of *brand ambassadors* on *impulsive buying* and *repurchase intention*. However, most of the discussion is still carried out separately, so there are not many studies that combine these three variables in one interrelated research model.

Research by Cahyani & Dwiridotjahjono (2024) and Fariha (2019) shows that *Brand ambassadors* have a significant influence on *Repurchase intention*. Research by Sambo & Rachmi (2024) and Azzuhri & Suhermin (2024) also states that *brand ambassadors* have a significant effect on *impulsive buying*. Apriliany et al. (2020) and Hariono et al. (2024) revealed that *impulsive buying* can encourage *Repurchase intention*.

So this study takes an update by exploring the relationship, the location of the research, the subject and the object used. Based on the above background, the researcher conducted a study entitled The Influence of *Brand Ambassador* on *Repurchase Intention* with *Impulsive Buying* as a Mediating Variable of TOS X NCT DREAM products at NCTZEN Surabaya" ..

2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2. 1 Consumer Behavior

Consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2020). Behavior can arise because of the process of affection (feeling) and the process of cognition (thinking) that arise from the consumer in purchasing a product, so that it can give rise to the act of seeing and even buying a product (Firmansyah, 2018; Solomon, 2020). A consumer as a role player who needs different products to help them play their various different roles in their decision-making (Solomon, 2020). Consumer behavior in decision-making is influenced by various factors, which in turn can influence the behavior that occurs in the decision-making process, both in producing purchase decisions and repurchase decisions (Mothersbaugh & Hawkins, 2016).

Consumer behavior can be influenced by internal factors such as motivation, perception, attitude, and external factors such as situation, culture, and social environment (Firmansyah, 2018; Solomon, 2020; Sudirman et al., 2024). Consumers can be influenced by their decision-making due to certain factors, in the Mothersbaugh & Hawkins (2016) model, internal factors consist of, perception, learning, memory, motives, personality, emotions, and attitudes, external factors consist of, culture, subculture, demographics, reference groups, family and marketing strategies.

This research in the decision-making process of consumers is influenced by external factors, namely *Brand ambassadors*. The decisions made by consumers are based on *impulsive buying* behavior and *repurchase intention*.

2.2 Repurchase intention

Purchase Intention is the tendency of consumers to buy certain brands or products (Belch & Belch, 2020; Semuel & Setiawan, 2018). Purchase Intention is also defined as consumer behavior that indicates the extent of their commitment to making a purchase (Satya et al., 2021). Consumers' needs and desires for goods and services develop over time and affect their behavior in purchasing products (Satya et al., 2021). After purchasing an item or receiving a service, consumers will develop subjectively perceived value based on their recent experiences, and they will form an intention for *repurchase intention* (Wu & Huang, 2023). *Repurchase intention* is the intention to buy back a product in several purchases (Plementaria et al., 2021). *Repurchase intention* is when consumers buy the same product or brand based on their past purchase experience (Solomon, 2020; Ekaprana et al., 2020; Veronica & Kent, 2023).

Repurchase intention itself is based on the positive reaction of consumers to goods and services from a brand (Pandiangan et al., 2021; Silalahi & Heryjanto, 2023). *Repurchase intention* is a purchase activity carried out by consumers after they make their first purchase of a product or service that is done repeatedly over a certain period of time and actively like and have a positive attitude towards a product or service, based on past experience (Sihombing et al., 2021). *Repurchase intention* refers to the probability of a customer's future intention to purchase a particular product or service from the same manufacturer or company (Azizah et al., 2024; Riaz et al., 2022). The high intention in *the repurchase intention* of a product or service reflects the high level of customer trust in a product or service when deciding to use it (Plementaria et al., 2021).

Chen & Liu (2022) and Zhang et al (2021) state that *repurchase intention* has several indicators, which are as follows: Recommend is the tendency of consumer behavior to recommend products or services to others. Repurchase is the behavior of consumers to buy the same product or service again in the future

2.3 Impulsive buying

Impulsive buying is described as a trend in consumer behavior in buying goods, which is not reflective, kinetic, and spontaneous (Afrohk et al., 2024). *Impulsive buying* is the behavior of consumers in deciding to buy an item in a hurry without an urgent need supported by an attractive marketing strategy (Edwy et al., 2023; Fumar et al., 2023). *Impulsive buying* is defined as a purchase made without prior planning, in which the consumer does not specify the brand or category of products he or she will buy (Afrohk et al., 2024). *Impulsive buying* is often done by avoiding consideration of the consequences (Derek et al., 2022).

Impulse buying is a situation in which consumers buy a product suddenly, intensively and continuously (Affap & Setyaning, 2024). *Impulsive buying* is a natural and quick form of reaction to a condition (Fatmala et al., 2021). *Impulsive buying* is influenced by positive consumer emotions, personal factors and environmental factors are the influences that make *impulsive buying* (Fumar et al., 2023). *Impulsive buying* is a process that occurs when consumers experience a sudden urge to buy an item that the consumer cannot resist (Solomon & Russell, 2023).

Consumers with this trait have more frequent and intensive *impulsive buying* intentions, and make decisions using unplanned thinking, tend to be careless, and are often followed by emotional situations within themselves (Ranto et al., 2021). Environmental influence in *impulsive buying* is that individuals in a group have a high level of *impulsive buying* tendency to appear, this makes individuals easily influenced by groups so that individuals follow and adjust to do *Impulsive buying* (Rhesa & Firmansyah, 2023).

Rook (1987) stated that *impulsive buying* has several indicators, namely the following *Spontaneous* is an unexpected purchase impulse, this impulse appears spontaneously, suddenly, and motivates consumers to buy right away, this is often a response to visual stimulation that occurs directly at the point of sale. *Power, Compulsion, and Intensity* is the motivation that causes consumers to put everything aside and act immediately. *Excitement and Stimulation* is the sudden urge to buy a product and is accompanied by emotions that are characterized as exciting, wild or uncontrollable. *Disregard for Consequences* is a strong urge to buy a product that becomes difficult to resist, so that negative or bad consequences are often ignored.

2.4 Brand ambassador

A *brand ambassador* is defined as someone who is trusted to represent a company's products (Rebecca et al., 2022). Individuals who are well-known or have good connections who are used to promote and advertise goods or services are known as *Brand ambassadors* (Purnandika et al., 2022). *Brand ambassadors* are generally considered with the image of positive representation attached to a *brand ambassador* (Novelia & Yeodtadi, 2023).

Brand ambassadors are used from celebrities or other famous people who receive advertising support for advertised products (Fitri & Delliana, 2022).

Brand ambassadors are often identified or associated with celebrities or public figures who have influence in a country or world (Agustini & Anisa, 2022). *Brand ambassadors* are people who act on behalf of a brand, often represented by celebrities or athletes, and favored by the wider community (Natasya & Nainggolan, 2024; Sukmawati & Fitriyah, 2021). Companies can use a *brand ambassador* from among public figures or known as famous artists who can attract the public's attention thoroughly (Fitri & Delliana, 2022).

Celebrities or influencers are believed to be one of the supporting factors in psychology and affect consumer attitudes and beliefs (Nurjannah & Surianto, 2022). *Celebrities* with high popularity, courage, talent, attractiveness, power, and a good image must have many fans who can later be used as target markets (Kristian et al., 2021). *Brand ambassadors* are usually based on public perception of well-known figures, this is done to attract consumer attention (Rizana & Lisnarini, 2023). *Brand ambassadors* are very important, because they are the brand spokesperson for the advertised product so that it quickly sticks in the minds and memories of consumers, so that consumers want to buy the brand (Fitri & Delliana, 2022).

Brand ambassadors are believed to be one of the supporting factors on the psychological side that can affect a consumer's behavior, attitude, and trust in a product (Idris et al., 2024). *Brand ambassadors* are used as the right tool to represent market segments that are targeted by companies to gain new and wider consumers (Fitri & Delliana, 2022). *Brand ambassadorship* is a communication tactic where organizations use famous people to praise products or services on their behalf (Solomon & Russell, 2023). *Brand ambassadors* are also defined as well-chosen celebrities who can attract consumers' attention to a product or brand (Kotler et al., 2022).

Arimbi & Wulandari (2023) stated that there are 4 indicators of *Brand ambassador* such as Visibility is the popularity inherent in the self-image of a celebrity who represents a product as a *Brand ambassador*. Credibility is the expertise and trust given by celebrities as brand ambassadors related to products, which persuades consumers to the products they represent to reduce consumer doubt. Attraction is a quality that represents a very important attraction and is needed as a brand ambassador in marketing products and services. Attraction has three things, namely: similarity, familiarity and liking. Power is how strong the celebrity's ability and advantages are to persuade consumers to buy the advertised product.

2.5 Concept Framework

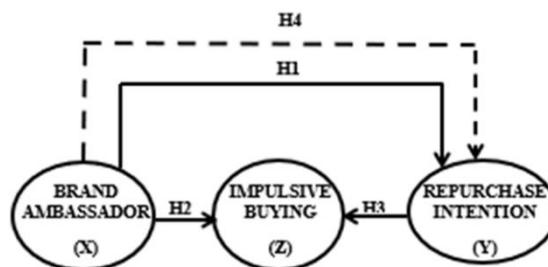


Figure 1. Concept Framework

Data Source : Author (2024)

H1: *Brand ambassador* (X) has a significant effect on *the repurchase intention* (Y) of the TOS TOS X NCT DREAM product category at NCTZEN Surabaya.

H2: *Brand ambassador* (X) has a significant effect on *Impulsive buying* (Z) in the TOS TOS X NCT DREAM product category at NCTZEN Surabaya.

H3: *Impulsive buying* (Z) has a significant effect on *the repurchase intention* (Y) of the TOS X NCT DREAM product category at NCTZEN Surabaya.

H4: *Brand ambassador* (X) has a significant effect on *repurchase intention* (Y) with *Impulsive buying* (Z) as the mediating variable of the TOS TOS X NCT DREAM product category at NCTZEN Surabaya.

3 RESEARCH METHODS

The approach used in this study is a quantitative approach. Quantitative research is research that uses an objective approach, involves the collection and analysis of quantitative data, and uses statistical testing techniques (Fatihudin, 2020). This study aims to test the hypothesis in producing a conclusion on the influence of *Brand*

ambassadors on repurchase intention with *Impulsive buying* as a mediating variable of TOS X NCT DREAM products in members of NCTZEN Surabaya.

This study uses primary data, namely data obtained from respondents by distributing questionnaires which are then processed using path analysis. SEM (*Structural Equation Modeling*) is a method that allows researchers to simultaneously estimate the complex relationships between various dependent and independent variables (Hair, 2022). Path Analysis is a statistical method to identify and analyze the causal relationships between variables in a model (Iba & Wardhana, 2024). The purpose of path analysis is to find out the direct and indirect influence between variables, as well as how much influence the variables are being studied. This study is basically used to explain the relationship between the influence of *Brand ambassador* (X) which is an exogenous variable on *repurchase intention* (Y) which is an endogenous variable and *Impulsive buying* (Z) as a mediating variable.

Known populations can use the slovin formula to determine samples (Rangkuti, 2019). Quantitative research that is known for the exact number of populations, one of the methods that can be used in determining the number of samples can use the slovin formula. The formula is used to determine the number of samples from the population that has been known to number as many as 158, for the level of precision set in the determination of the sample is 5%. So the sample size in this study is 113 NCTZEN Surabaya who will be used as respondents.

Data collection in this study was carried out by questionnaire method with statements made by the researcher then distributed to respondents to be answered. A questionnaire can be interpreted as a series of questions made in writing by researchers to obtain data or information in the form of answers provided by respondents (Fatihudin, 2020). The method of data collection in this study is to distribute a questionnaire with a Likert scale.

Data will be collected using a questionnaire distributed online through *Google Form*. The use of *Google Form* was chosen so that the distribution and efficient data collection can be directly to the kpop community in the NCTZEN Surabaya community social media group.

For this study, the researcher used a questionnaire research instrument for NCT DREAM (NCTZEN) Surabaya fans. In this study, the Likert scale was used. The likert scale has 4 levels of answer preference, Strongly Agree (4), Agree (3), Disagree (2), Strongly Disagree (1).

The scale with a neutral value in this study was eliminated with the aim of avoiding neutral bias or tendencies. In a choice, many people have a tendency to choose the middle number (neutral) because they think that being a neutral party is more acceptable than having to side with one side (Hermawan, 2023).

4 RESULTS AND DISCUSSION

4.1 Results

4.1.3 Description of Respondent Characteristics

Table 1 shows that 113 respondents (100%) chose "Already" to purchase TOS X NCT DREAM products. A total of 105 (93%) respondents were female. 93% of respondents were between the ages of 13-28. 72.6% of respondents were students. 47.8% of respondents have a monthly income of between IDR 500,000 – 2,500,000. 69% of respondents spent monthly expenses to buy k-pop merch < IDR 500,000. 76.1% of respondents buy K-pop merch per month 1-2 times in one month. 54% of respondents answered that the most commonly purchased merch is photocards. 45.1% of respondents have been K-popers > 6 years. 31% of respondents joined the NCTZEN Surabaya community within 1-3 years. The most common reason for joining the NCTZEN Surabaya community group is to find and add fandom friends (32.2%).

Table 1. Respondent Characteristics

Variables	Description	Frequency	%
Never Bought	Already	113	100%
	Not yet	0	0%
Gender	Man	8	7%
	Woman	105	93%
Age	< 12 Years	1	1%
	13-28 Years	105	93%
Status	29-44 Years	7	6%
	> 44 years old	0	0%
Revenue Per Month	Students	3	2,7%
	Student	82	72,6%
	Employee	26	23,0%
	Other	2	1,8%
	<Rp. 500,000	19	16,8%
	IDR 500,000 – 2,500,000	54	47,8%
	IDR 2,500,001 – 4,500,000	21	18,6%
	>4,500 000	19	16,8%

Monthly Spending to buy Kpop Merch	<Rp. 500,000	73	69,0%
	IDR 500,000 – 2,000,000	29	25,7%
	IDR 2,000,001 – 3,500,000	4	3,5%
	>3.500.000	2	1,8%
	1 – 2 times	86	76,1%
Frequency of K-pop merchandise purchases in one month	3 – 5 times	22	19,5%
	>5 times	5	4,4%
Most purchased K-pop merchandise	Photocard	61	54,0%
	K-pop Albums	22	19,5%
	Lightstick	2	1,8%
	Poster dan Postcards	2	1,8%
	Card Holder	4	3,5%
	Keychain/ Keychain	19	16,8%
Long been K-poppers	Other	3	2,7%
	<1 Year	4	3,5%
	1-3 Years	21	18,6%
	3-6 Years	37	32,7%
	>6 Years	51	45,1%
Lama joined the NCTZEN Surabaya community	<5 Months	25	22,1%
	5 Months- 1 Year	31	27,4%
	1-3 Years	35	31,0%
	>3 Years	22	19,5%
	Find and add fandom friends	92	32,2%
Reasons to join the NCTZEN Surabaya community group	Find the latest information from NCT	0	0,0%
	Doing social activities with fandom friends	54	18,9%
	Doing fun activities with one fandom	85	29,7%
	Promote sales	17	5,9%
	Searching for uncollected merch	38	13,3%
	Other	0	0,0%

Source: Research Results 2025

4.1.2 Measurement Model

The results of the outer loading test with a value of ≥ 0.7 are said to be ideal, indicators with an outer loading value between $\geq 0.4 - < 0.7$ can still be considered if the indicator is theoretically and conceptually significant, and does not lower the value of Cronbach's Alpha and Average Variance Extracted (AVE), but indicators with a loading value of < 0.4 should be removed because their contribution to the construct is very low and cannot be statistically justified (Hair et al., 2022). The three constructs have met the convergent validity criteria with an AVE value of ≥ 0.5 and all indicators have an outer loading value above 0.6 which shows that the constructs of *Brand ambassador*, *impulsive buying*, and *repurchase intention* can be adequately explained by these items.

Table 2. Loading, Composite Reliability, Average Variance Extracted, Cronbach's Alpha

Construct/Item	Loading	CR	AVE	Cronbach's Alpha
Brand ambassador		0,798	0,519	0,772
Visibility (BA2)	0,753			
Credibility (BA4)	0,634			
Attraction (BA5)	0,769			
Attraction (BA6)	0,678			
Power (BA8)	0,758			
Impulsive buying		0,850	0,522	0,847

Spontaneous (IB1)	0,705		
Spontaneous (IB2)	0,769		
Power, Compulsion, and Intensity (IB3)	0,740		
Power, Compulsion, and Intensity (IB4)	0,749		
Excitement and Stimulation (IB5)	0,664		
Disregard for Consequences (IB7)	0,743		
Disregard for Consequences (IB8)	0,679		
Repurchase intention		0,742	0,560
Recommend (RI1)	0,707		0,737
Recommend (RI2)	0,697		
Repurchase (RI3)	0,770		
Repurchase (RI4)	0,815		

Source: SmartPLS 4.0 data processing results

Table 3. HTMT

Heterotrait-monotrait ratio (HTMT)	
<i>Impulsive buying <-> Brand ambassador</i>	0,684
<i>Repurchase intention <-> Brand ambassador</i>	0,610
<i>Repurchase intention <-> Impulsive buying</i>	0,802

Source: SmartPLS 4.0 data processing results

Based on table 3 above, it can be seen that the overall HTMT value < 0.85 , meaning that all variables in the model have differences between each other so that it can be concluded that HTMT is valid discriminating (Hair et al., 2022).

Table 4. R Square

	r-square	r-square adjusted
<i>Impulsive buying</i>	0,348	0,342
<i>Repurchase intention</i>	0,421	0,411

Source: SmartPLS 4.0 data processing result

r^2 shows the level of ability of the model to explain endogenous variables, with values between 0 and 1 (Hair et al., 2022). Based on the table above, the value of r^2 is used to see the influence of exogenous variables in this case BA on endogenous variables, namely RI and IB, at the IB variable of 0.348 it means that BA has an influence and is able to explain IB by 34.8% and the other 65.2% is explained through other constructs. The r^2 value in the RI variable is 0.421 which means that BA has an influence and is able to explain RI by 42.1% and 57.9% is explained by other constructs.

Table 5. F Square

	f-square
<i>Brand ambassador -> Impulsive buying</i>	0,534
<i>Brand ambassador -> Repurchase intention</i>	0,036
<i>Impulsive buying -> Repurchase intention</i>	0,313

Source: SmartPLS 4.0 data processing results

Effect Size (f²) is used to measure how much each independent construct contributes to the R² value of the dependent construct. The value of f² is divided into 3 categories, a value of 0.02 means the effect is small, 0.15 is a medium effect, and 0.35 is a large effect (Hair et al., 2022). Based on the table above, it can be concluded that X affects Z by 0.534 (large effect), X affects Y by 0.036 (small effect), Y affects Z by 0.313 (medium effect is close to large).

Table 6. Q Square

	SSO	SSE	Q ² (=1-SSE/SSO)
<i>Impulsive buying</i>	791,000	663,664	0,161
<i>Repurchase intention</i>	452,000	356,147	0,212

Source: SmartPLS 4.0 data processing results

The model is considered to have predictive relevance and is said to be good if it has a $Q^2 > 0$ (Hair et al., 2022). Based on the table above, the variables IB and RI have a value of $Q^2 > 0$ which means they have predictive relevance and are said to be good.

Table 7. Path Coefficient, Specific Indirect Effect

	Original sample (O)	T statistics (O/STDEV)	P values
<i>Brand ambassador -> Impulsive buying</i>	0,590	7,746	0,000
<i>Brand ambassador -> Repurchase intention</i>	0,179	2,159	0,031
<i>Impulsive buying -> Repurchase intention</i>	0,527	6,174	0,000
<i>Brand ambassador -> Impulsive buying -> Repurchase intention</i>	0,311	4,297	0,000

*significant at $p<0,05$

Source: SmartPLS 4.0 data processing results

The significance criteria for *Direct Effects* and *Indirect Effects* are a p-value of < 0.05 indicating that the relationship is significant at a significance level of 5% (bootstrapping results) (Hair et al., 2022). Based on Table 7, it can be seen that the path coefficient value is 0.179, t-statistic is 2.159, and p-value is 0.031 (< 0.050), then *Brand ambassador* (X) has a significant effect directly on *repurchase intention* (Y) which means H0 is rejected and H1 is accepted. It can also be seen that the path coefficient value is 0.590, t-statistic is 7.746, and the p-value is 0.000 (< 0.050), *Brand ambassador* (X) has a significant effect directly on *Impulsive buying* (Z) which means that H0 is rejected and H2 is also accepted. It is known that the path coefficient value is 0.527, the t-statistic is 6.174, and the p-value is 0.000 (< 0.050), *impulsive buying* (Z) has a significant effect directly on *repurchase intention* (Y) which means that H0 is rejected and H3 is also accepted. All hypotheses about the direct effects between variables have been known based on path coefficients, then tests are carried out on indirect effects between variables through specific indirect effects. The results of this test show that the path coefficient value is 0.311, with a t-statistic of 4.297 and a p-value of 0.000 (< 0.05), it can be interpreted that *Brand ambassador* (X) has a significant effect on *repurchase intention* (Y) with *Impulsive buying* (Z) as the mediating variable and it can be concluded that H0 is rejected and H4 is also accepted.

4.2 Discussion

The results of this study have shown the influence of *brand ambassadors* on *Repurchase intention* with *impulsive buying* as a mediating variable of TOS TOS X NCT DREAM collaboration products at NCTZEN Surabaya.

The test results showed that *Brand ambassadors* had a positive and significant direct influence on *repurchase intention*, which means H1 is acceptable. These findings indicate that *brand ambassador* figures who have credibility, appeal, and relevance to the target audience can form a positive perception that ultimately increases consumer desire to make a repeat purchase. The existence of idols as brand representations strengthens emotional attachment that has an impact on the formation of loyalty to the product. McMillan & Chavis (1986) community theory supports that an individual's attachment to the community can influence their purchasing behavior. The components of membership and emotional connection are very important in increasing *repurchase intention*. Membership refers to the sense of belonging that individuals feel towards the community, which in this case is NCTZEN. When fans feel part of a community, they are more likely to support the products promoted by the *Brand ambassador*. Emotional connection creates a deeper connection between fans and *brand ambassadors*, increasing the desire to make a repeat purchase.

The test results showed that *Brand ambassadors* had a positive and significant effect on *impulsive buying*, so H2 was accepted. These results show that positive perceptions of *brand ambassadors*, in this case members of the boy group NCT DREAM, are able to encourage *impulsive buying* behavior among consumers. This is relevant to the characteristics of K-pop fans, who generally have a strong emotional

bond with their idols, so the tendency to make spontaneous purchases of products associated with the idol becomes higher. McMillan & Chavis' (1986) community theory explains that fans who feel connected to NCT DREAM tend to be more responsive to promotions. The influence and integration components in the community contribute to this *impulsive buying* behavior. The strong emotional attachment between fans and *brand ambassadors* also encourages fans to make *impulsive buying* as a form of support for the promoted product. Influence in this context means that *Brand ambassadors* can influence fans' purchasing decisions. When fans see products promoted by their idols, they feel compelled to buy, even if it's an impulsive decision. Integration shows that fans feel connected to their community, which makes them more responsive to promotions carried out by *Brand ambassadors*.

The relationship between *impulsive buying* and *repurchase intention* was also proven to be significant, so H3 was accepted. These findings imply that *impulsive buying* behavior, which was initially spontaneous, can transform into repurchase intentions if consumers have a positive experience during the consumption process. In this context, emotional experiences, satisfaction with product quality, and positive associations with *brand ambassadors* can reinforce the desire to repeat purchases. The emotional attachment built through these positive experiences also suggests that the membership component in the community plays an important role in increasing repurchase intent (McMillan & Chavis, 1986). *Impulsive buying* done with a positive experience can create a deep sense of satisfaction, so that fans feel more attached to the product and *brand ambassadors*, so the loyalty formed from this positive experience encourages fans to make repeat purchases in the future.

The results of the hypothesis test showed that *impulsive buying* significantly mediated the relationship between *Brand ambassador* and *repurchase intention*, so H4 was accepted. These findings show that *impulsive buying* is not just a shopping phenomenon, but also serves as a bridge that connects the influence of *brand ambassadors* to consumers' decisions to *repurchase intention*. In the context of the NCTZEN Surabaya community, when fans are affected by the emotional appeal of their beloved idol (NCT DREAM) who becomes a *Brand ambassador* creates an impulse to buy without planning. The presence of this beloved idol not only attracts attention, but also fosters a sense of emotional closeness, which can then reinforce the desire for *repurchase intention*. The type of mediation that occurs here is complementary mediation, which means that both significant and unidirectional effects, the influence of the *Brand ambassador* on *repurchase intention* is significant and the influence of the *Brand ambassador* on *repurchase intention* with *impulsive buying* as the mediation variable is also significant and unidirectional. Mediation here means that *impulsive buying* not only stands on its own, but serves as a bridge that connects the influence of the *brand ambassador* with the *repurchase intention*. When fans feel connected to a *brand ambassador*, they are more likely to make *impulsive buying*, which in turn increases *repurchase intent*. Social interaction within the community also strengthens these relationships, creating an environment that supports positive behavior among community members.

5 CONCLUSION

5.1 Conclusion

The test results showed that *Brand ambassador* (X) had a significant effect on *the repurchase intention* (Y) of the TOS TOS X NCT DREAM product category at NCTZEN Surabaya.

The test results showed that *Brand ambassador* (X) had a significant effect on *Impulsive buying* (Z) in the TOS X NCT DREAM product category at NCTZEN Surabaya.

Test results show *Impulsive buying* (Z) has a significant effect on *repurchase intention* (Y) product category TOS X NCT DREAM at NCTZEN Surabaya.

The test results showed that *Brand ambassador* (X) had a significant effect on *repurchase intention* (Y) with *Impulsive buying* (Z) as the mediating variable of the TOS TOS X NCT DREAM product category at NCTZEN Surabaya.

5.2 Suggestion

Companies are advised to continue to use *brand ambassadors* from among K-pop idols who have an emotional closeness to consumers, because it has been proven to be able to increase *impulsive buying* while strengthening *repurchase intention*.

It is necessary to develop promotional strategies that are more attractive and touch the emotional side of fans, such as *exclusive photocard* bonuses, limited edition packaging, to visual collaborations with K-pop concepts, *special events* to strengthen the connection between products and consumers.

In addition to relying on the figure of a *brand ambassador*, the company also needs to pay attention to the consumer experience after purchase, so that the impulse purchases that occur can continue to become loyalty to the product that continues to the repurchase.

This research was only conducted on the NCTZEN community in Surabaya. Therefore, researchers are further advised to expand the scope of regions or other objects of K-pop fandom, so that the results of the study can be more general and representative of a wider community.

Further research can add other variables such as *emotional attachment*, *perceived value*, or *fan loyalty*, which are highly relevant to the buying phenomenon among fandoms.

Further research can be conducted with qualitative research or *mix-methods* can also be used to dig deeper into the psychological or emotional reasons behind *impulsive buying*, which may not be fully apparent through quantitative approaches.

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