DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v6i4.5100
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Received: 03 July 2025 | **Revised:** 30 August 2025 | **Accepted:** 16 September 2025

Analysis of Stray Kids Brand Ambassadors on Purchase Decisions with Brand Awareness as a Mediating Variable

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Abstract: This study aims to analyze the impact of Brand Ambassadors on purchasing decisions for Ultra Milk UHT milk products with Brand Awareness as a mediating variable. The focus of this study is Ultra Milk consumers in Sukabumi City using quantitative approach and descriptive-verification method. Data were obtained from 200 respondents selected through purposive sampling technique and analyzed using AMOS 29 software. The results of data processing show that brand ambassadors have a significant effect on brand awareness (C.R = 4.282 > 1.65 with p-value = 0.000 < 0.05). Furthermore, brand ambassadors have a significant effect on purchase decisions (C.R = 2.977> 1.65 with a p-value = 0.003 <0.05). Then, brand awareness has a significant effect on purchase decisions (C.R = 5.412 > 1.65 with a p-value = 0.000 < 0.05). In addition, brand awareness acts as an effective mediator in the relationship between brand ambassadors and purchase decisions (sobel test = 3.338> 1.65 with p-value= 0.000< 0.05). Thus, brand awareness is able to bridge the influence of brand ambassadors on purchase decisions among Ultra Milk consumers in Sukabumi City.

Keywords: Brand Ambassador, Brand Awareness, Purchase Decisions.

INTRODUCTION

The economy in Indonesia is largely driven by domestic consumption with the food and beverage industry being one of the fastest growing sectors. One of the fastest growing products is liquid milk in ready-to-drink packages. This product is more practical to consume compared to other types of milk because it does not require a brewing process. This innovation is expected to help increase public awareness of the importance of consuming milk and is expected to increase the per capita milk consumption rate in Indonesia (Halawa & Dewi, 2019).

One of the leading brands of packaged liquid milk is Ultra Milk produced by PT Ultrajaya Milk Industry & Trading Company Tbk. The company is a pioneer of Ultra High Temperature (UHT) technology in Indonesia which is used to kill pathogenic bacteria and maintain the freshness and nutritional content of milk. The aseptic packaging process serves to protect milk from ultraviolet light, air, and bacterial contamination (Halawa & Dewi, 2019).

In its marketing strategy, Ultra Milk emphasizes the benefits of pure milk and presents various flavors that attract consumers (Mardiana, 2022). However, winning the competition in the business world does not only rely on product quality. Understanding consumer behavior and decisions is very important. Consumer purchasing decisions can be the basis for companies in designing products that suit market needs (Astuti et al., 2021). Companies that are able to effectively communicate product advantages will have a competitive advantage (Fatmaningrum et al., 2020).

One of the widely used promotional strategies is to hold public figures as brand ambassadors. According to Clarissa & Bernarto (2022), brand ambassadors have an influence on consumer purchasing decisions. They are able to bridge the relationship between products and consumers through attractive communication strategies, thus encouraging higher interest and consumption behavior (Bachrun, 2015). Popular artists or public figures who are used as brand ambassadors can increase the attractiveness of a product, especially if the figure can present the value of the product appropriately (Octavian et al., 2023). In this context, Ultra Milk collaborated with K-Pop music group Stray Kids as brand ambassadors and launched the #iamULTRAoddinary campaign that invites consumers to express the uniqueness of the brand. The collaboration also offered a random Stray kids member photocard with every Ultra Milk purchase. This strategy is very attractive to fans and young consumers. In addition to the selection of brand ambassadors, brand awareness is an important factor in driving sales (Yuseval et al., 2022). Brand awareness makes it easier for consumers to recognize and remember products, which in turn affects purchasing preferences and decisions (Rismawati et al., 2024). Therefore, creative marketing strategies such as advertising, digital promotions, and collaborative content are needed to foster this awareness (Rizky et al., 2020).

Table 1. Rating of Liquid Milk in Ready-to-Drink Packages in Indonesia 2019-2024

Brand Name	2019	2020	2021	2022	2023	2024
Ultra Milk	42,7%	31,8%	32,9%	36%	31,7%	21,2%
Frisian Flag	17,2%	21,9%	18,4%	15,5%	18%	18,1%
Indomilk	12,5%	14,5%	11,9%	11%	13,4%	14,5%
Milo	4,8%	5,3%	4,8%	5,2%	7,6%	5,6%

Source: www.topbrand-award.com (2024)

Based on table 1 above, Ultra Milk has been the most popular UHT milk brand in Indonesia for the last six consecutive years. However, from 2019 to 2024, Ultra Milk's market share has significantly decreased from 42.7% to 21.2%. Although it decreased in 2020, then increased again in 2021-2022 and decreased again in 2020-2024, Ultra Milk still shows a significant advantage over its competitors. With such a high percentage, Ultra Milk has managed to maintain its position as the market leader in packaged liquid milk.

This study was conducted on consumers of Ultra Milk products in Sukabumi City. This city was chosen because it has a diversity of consumers who can represent Ultra Milk's target market. One of the main variables tested was the effectiveness of brand ambassadors, and how brand awareness acts as a mediator in shaping consumer purchasing decisions. There are many factors in considering the purchasing decision-making process, one of which is the effectiveness of brand ambassadors. In addition, brand awareness acts as a form of mediation between brand awareness and purchase decisions.

Research gaps in research show two different gaps with previous research. According to (Hera & Fourqoniah, 2023; Jannah & Hadita, 2022; Osak & Pasharibu, 2020) brand ambassadors have no significant influence on purchase decisions, while (Maulana & Komala, 2024; Prasetyo, 2016; Sabila, 2023) found that brand ambassadors have a significant influence on purchase decisions. In addition, according to (Hanafi, 2022; Yuseval et al., 2022) found that brand awareness significantly influences brand ambassadors and according to (Pujianto et

al., 2023; Putri et al., 2022; Setiawan et al., 2021) shows that brand awareness also affects purchase decisions. So based on the gaps in previous research, researchers are interested in analyzing the role of brand ambassadors on purchase decisions with brand awareness as a mediating variable.

So based on the description of this phenomenon, researchers are interested in conducting research with the title "Analysis of Stray Kids Brand Ambassadors on Purchase Decisions with Brand Awareness as a Mediating Variable (Survey of purchasing decisions on Ultra Milk UHT milk consumers in Sukabumi City)".

METHOD

This research uses a quantitative approach with a descriptive verification method that aims to test hypotheses statistically. The object of research includes the role of brand ambassadors as an independent variable, brand awareness as a mediating variable, and purchase decisions as the dependent variable. Brand ambassador variables are measured through the dimensions of visibility, credibility, attraction, and power with various indicators such as popularity, reputation, and persuasive power of Stray Kids as brand ambassadors. Brand awareness is measured from the dimensions of brand recognition, ability to remember the brand, to top of mind, while purchase decisions are measured through indicators of product quality, brand loyalty, ease of access, and purchase preferences and convenience (Sugiyono, 2018).

The study population was residents of Sukabumi City aged 15 to 40 years who had purchased Ultra Milk after knowing Stray Kids as a brand ambassador. The research sample was taken by purposive sampling of 200 respondents. Primary data was collected using an online questionnaire distributed through Google Form to Ultra Milk consumers in Sukabumi City. In addition, secondary data was collected through literature studies and documentation from relevant sources such as books, journals, and official reports (Kurniawan & Puspitaningtyas, 2016; Darwin et al., 2021; Gardenia, 2018).

Data analysis was carried out using the Structural Equation Modeling (SEM) method using AMOS software. The analysis stages include testing the validity and reliability of the instrument through Confirmatory Factor Analysis (CFA), multivariate normality test, and outlier detection. Furthermore, full model testing and model modification are carried out based on the goodness of fit index. Hypothesis testing is done by comparing the p value and critical ratio, and mediation testing using the Sobel Test to measure the indirect effect of mediating variables. This approach allows simultaneous and comprehensive analysis of the relationship between variables in examining the influence of brand ambassadors and brand awareness on purchasing decisions (Siregar et al., 2021).

RESULTS AND DISCUSSION

Respondent Description

Respondents in this study were residents of Sukabumi City, consumers of Ultra Milk UHT milk products. The research questionnaire was distributed online using the Google Form platform to consumers of Ultra Milk UHT milk products spread across Sukabumi City.

1. **Data Description**

   Data was obtained through a Google Form questionnaire distributed online via WhatsApp and X (Twitter). Respondents were asked to access the link sent and then provide opinions according to personal experience while buying Ultra UHT milk Milk. Data collection was carried out for 3 months to reach 200 respondents of Ultra Milk UHT milk consumers.

2. Description of Respondent Characteristics

The distribution of questionnaires to Ultra Milk UHT milk consumers in Sukabumi City resulted in various responses from the respondents. Characteristics of respondents in this study are consumers of Ultra Milk UHT milk with a total of 200 respondents.

3. Characteristics of Respondents by Age

The following are the characteristics of respondents based on age:

Table 2. Respondent data based on age

No	Age	Number of Respondents	Percentage
1	15-20 years old	22	11%
2	21-25 Years	121	60,5%
3	26-30 Years	32	16%
4	31-35 Years	13	6,5%
5	36-40 Years	12	6%
	Total	200	100%

Source: Processed by Researchers, 2025

Based on table 2 above, it can be concluded that the majority of respondents in this study were respondents aged 21-25 years as many as 121 respondents or 60.5% of the total number of respondents.

4. Characteristics of Respondents Based on Gender

The respondent data based on gender can be seen in the table below:

Table 3. Respondent Data Based on Gender

No	Gender	Number of Respondents	Percentage
1	Male	60	30%
2	Female	140	70%
	Total	200	100%

Source: Processed by Researchers, 2025

Based on table 3 above, it can be concluded that the majority of respondents in this study were dominated by women with a total of 140 people or 70%.

Data Processing Results

1. CFA Test of Exogenous Constructs

In this study, exogenous constructs refer to the independent variable, namely Brand Ambassador (X) which includes four dimensions, namely Visibility, Credibility, Attraction, Power. There are twelve indicators used as instruments in this study. Below is a second order confirmatory factor analysis model of exogenous constructs:

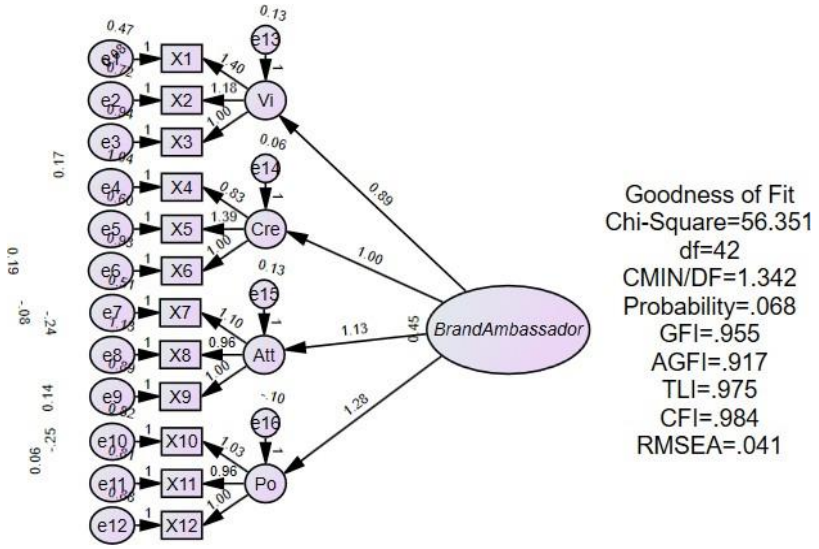


Figure 1. CFA Analysis of Exogenous Constructs
Source: Data processing results, 2025 (AMOS version 29)

The CFA analysis of the exogenous variables shown in Figure 1 was tested using the Goodness of Fit (GoF) measure to assess the suitability of the model with the results presented in the following table:

Table 4. Goodness of Fit of Exogenous Constructs

Goodness of Fit	Cut of Value	Analysis Result	Evaluation
X2 or Chi-Square	Expected to be smaller	56.351	Good Fit
Significancy Probability	>0,05	0,068	Good Fit
CMIN/DF	<2,00	1.342	Good Fit
RMSEA	≤0,08	0,041	Good Fit
GFI	>0,90	0,955	Good Fit
AGFI	>0,90	0,917	Good Fit
TLI	≥0,95	0,975	Good Fit
CFI	>0,95	0,984	Good Fit

Source: Data Processing Results, 2025 (AMOS version 29)

The results of CFA analysis of exogenous constructs are presented below:

Table 5. Brand Ambassador Construct CFA Test Results (X)

Dimensions		Loading Factor (SLF)	Std Loading (SLF^2)	Measurement Error	CR	AVE
X1		0,820	0,672	0,327		
X2	0,859	0,697	0,485	0,514		
X3		0,585	0,342	0,657		
X4		0,501	0,251	0,748		
X5	0,938	0,790	0,624	0,375		
X6		0,597	0,356	0,643	0,972	0,898
X7		0,792	0,627	0,372		
X8	0,906	0,603	0,363	0,636		
X9		0,666	0,443	0,556		
X10		0,670	0,670	0,551		
X11	1,075	0,645	0,645	0,583		
X12		0,647	0,647	0,581		
Total		8,013	6,125	6,543		

Source: Data processing results, 2025 (AMOS version 29)

Based on table 5, the results of the exogenous construct CFA test show that all standardized loading factor (SLF) values of the brand ambassador variable are> 0.50. This indicates that all indicators on these variables are valid. In addition, the reliability test results show the value of CR = 0.972> 0.70 and VE = 0.898> 0.50. Thus, all indicators on the brand ambassador variable can be declared reliable.

2. CFA Test of Endogenous Constructs

In this study, endogenous constructs refer to mediating variables and dependent variables, namely Brand Awareness (M) and Purchase Decisions (Y) which include nine dimensions, namely brand recognition, brand recall, top of mind, product choice, brand choice, choice of distributor, purchase amount, purchase time, payment method. There are 27 indicators used as instruments in this study. Below is a second order confirmatory factor analysis model of endogenous constructs:

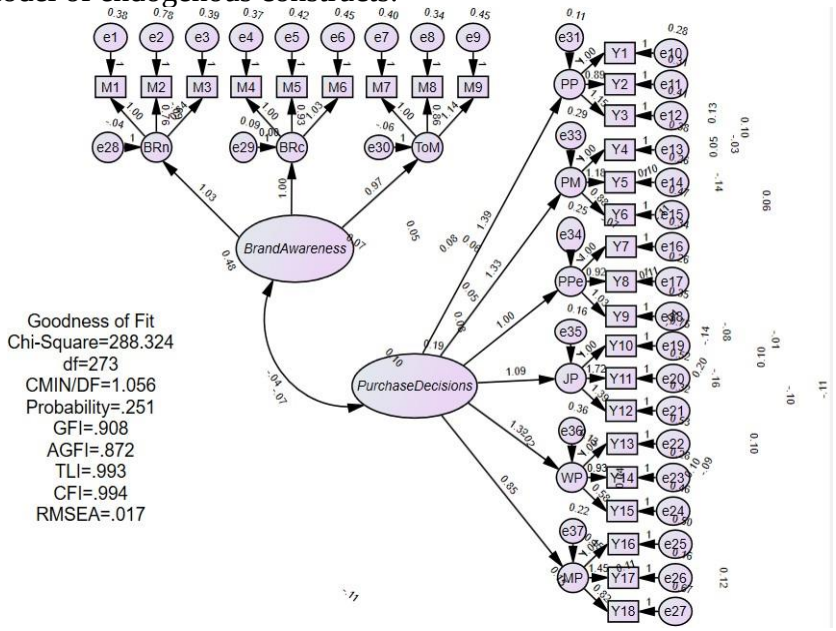


Figure 2. CFA Analysis of Endogenous Constructs
Source: Data processing results, 2025 (AMOS version 29)

The CFA analysis of the endogenous variables shown in Figure 2 was tested using the Goodness of Fit (GoF) measure to assess the suitability of the model with the results presented in the following table:

Table 6. Goodness of Fit of Exogenous Constructs

Goodness of Fit	Cut of Value	Analysis Result	Evaluation
X2 or Chi-Square	Expected to be smaller	288.324	Good Fit
Significancy Probability	>0,05	0,251	Good Fit
CMIN/DF	<2,00	1.056	Good Fit
RMSEA	≤0,08	0,17	Good Fit
GFI	>0,90	0,908	Good Fit
AGFI	>0,90	0,872	Marginal Fit
TLI	≥0,95	0,993	Good Fit
CFI	>0,95	0,994	Good Fit

Source: Data Processing Results, 2025 (AMOS version 29)

The data processing results above show that the endogenous constructs in this study are good fit. According to Musannip et al., (2021), a model can be considered feasible if one of the goodness of fit indicators has been met. Even though the AGFI value is still

below 0.90, it is categorized as a marginal fit (Junaidi, 2021). The following are the results of the CFA analysis of endogenous constructs:

Table 7. CFA Test Results of Brand Awareness (M) and Purchase Decisions (Y) Constructs

	Dimension	Loading Factor (SLF)	Std Loading (SLF^2)	Measurement Error	CR	AVE
M1		0,746	0,556	0,443		
M2	1,042	0,509	0,259	0,740		
M3		0,579	0,335	0,664		
M4		0,777	0,603	0,396		
M5	0,922	0,734	0,538	0,461	1,008	1,025
M6		0,758	0,574	0,425		
M7		0,704	0,495	0,504		
M8	1,068	0,683	0,466	0,533		
M9		0,728	0,529	0,470		
Total		6,218	4,355	4,636		
Y1		0,795	0,632	0,367		
Y2	0,876	0,741	0,549	0,450		
Y3		0,779	0,606	0,393		
Y4		0,788	0,620	0,379		
Y5	0,733	0,878	0,770	0,229		
Y6		0,765	0,585	0,414		
Y7		0,802	0,643	0,356		
Y8	0,558	0,817	0,667	0,332	0,908	0,548
Y9		0,807	0,651	0,348		
Y10		0,585	0,342	0,657		
Y11	0,760	0,830	0,688	0,311		
Y12		0,839	0,703	0,296		
Y13		0,753	0,567	0,432		
Y14	0,695	0,827	0,683	0,316		
Y15		0,581	0,337	0,662		
Y16		0,646	0,417	0,582		
Y17	0,618	0,909	0,826	0,173		
Y18		0,515	0,265	0,734		
Total		6,777	5,214	3,777		

Source: Data processing results, 2025 (AMOS version 29)

Based on table 7, the endogenous construct CFA test results show that all standardized loading factor (SLF) values of the brand awareness and purchase decisions variables are> 0.50. This indicates that all indicators on these variables are valid. In addition, the reliability test results show the CR value of the brand awareness variable 1.008>0.70 and VE 1.025>0.50. Meanwhile, the CR value of the purchase decisions variable is 0.908>0.70 and VE 0.548>0.50. Therefore, all indicators on the brand awareness and purchase decisions variables can be declared reliable.

3. Data Normality Test

The following is the output of the data normality test results using AMOS version 29 software:

Table 8. Data Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y3	2.000	7.000	-1.056	-5.298	2.503	6.277
Y2	3.000	7.000	.254	1.275	-.090	-.225
Y1	2.000	7.000	-.476	-2.389	1.375	3.449

Y18	3.000	7.000	-1.228	-6.162	1.267	3.177
Y17	3.000	7.000	-.499	-2.503	-.061	-.153
Y16	3.000	7.000	-.749	-3.758	.335	.841
Y15	3.000	7.000	-.418	-2.096	.029	.073
Y14	2.000	7.000	-.612	-3.070	1.136	2.850
Y13	3.000	7.000	-.433	-2.174	.098	.245
Y12	2.000	7.000	.060	.301	.223	.560
Y11	1.000	7.000	-.696	-3.491	.870	2.183
Y10	2.000	7.000	-.661	-3.316	.934	2.343
Y9	3.000	7.000	.100	.499	-.701	-1.760
Y8	4.000	7.000	-.082	-.410	-.603	-1.514
Y7	3.000	7.000	-.129	-.648	-.675	-1.693
Y6	3.000	7.000	-.617	-3.095	.991	2.485
Y5	2.000	7.000	-.414	-2.075	.489	1.225
Y4	3.000	7.000	.262	1.314	-.601	-1.507
M9	3.000	7.000	-.708	-3.550	.172	.431
M8	4.000	7.000	-.611	-3.067	-.143	-.360
M7	3.000	7.000	-.698	-3.501	.458	1.149
M6	3.000	7.000	-.784	-3.935	-.139	-.350
M5	2.000	7.000	-1.005	-5.042	1.805	4.528
M4	3.000	7.000	-.851	-4.268	1.034	2.593
M3	4.000	7.000	-.675	-3.388	.382	.958
M2	4.000	7.000	-.782	-3.924	.041	.102
M1	4.000	7.000	-.491	-2.464	-.576	-1.445
X10	4.000	7.000	-.372	-1.867	-.546	-1.371
X11	4.000	7.000	-.545	-2.735	-.421	-1.055
X12	4.000	7.000	-.485	-2.431	-.567	-1.423
Variable	min	max	skew	c.r.	kurtosis	c.r.
X7	3.000	7.000	-.465	-2.333	.058	.147
X8	4.000	7.000	-.448	-2.248	-.475	-1.192
X9	4.000	7.000	-.506	-2.541	-.687	-1.724
X4	4.000	7.000	-.566	-2.839	-.425	-1.067
X5	4.000	7.000	-.638	-3.200	-.299	-.751
X6	2.000	7.000	-.800	-4.015	-.115	-.288
X1	3.000	7.000	-.870	-4.367	-.190	-.476
X2	4.000	7.000	-.709	-3.558	.241	.605
X3	4.000	7.000	-.330	-1.655	-.298	-.749
Multivariate					11.754	1.277

Source: Data processing results, 2025 (AMOS version 29)

Based on table 8 above, the normality test results show that all indicators univariately have a low skewness c.r value, which is less than ± 2.58 and in multivariate c.r kurtosis value is at 1.277 which is less than ± 2.58. So it can be concluded that the data in this study is normally distributed both univariate and multivariate.

4. Outliers Test

The results of the outliers test in this study were obtained through AMOS version 29 software and are presented in the following table:

Table 9. Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
132	57.882	.026	.982
125	57.414	.029	.934
25	55.466	.042	.956
2	53.942	.056	.973
23	53.823	.057	.938
43	53.741	.058	.879
30	53.544	.060	.813
45	52.535	.072	.862
44	52.050	.079	.850
113	51.726	.083	.818
38	51.510	.087	.766
151	51.479	.087	.671
93	50.780	.098	.728
76	49.892	.114	.824
49	49.754	.116	.775
15	49.671	.118	.709
104	49.562	.120	.644
37	49.400	.123	.592
51	49.281	.125	.528
149	49.115	.129	.480
28	48.872	.134	.458
74	48.799	.135	.387
5	48.623	.139	.351
118	48.546	.141	.291
40	48.541	.141	.220
Observation number	Mahalanobis d-squared	p1	p2
85	48.363	.145	.196
133	48.248	.147	.163
35	47.996	.153	.160
32	47.251	.171	.277
34	47.212	.172	.221
108	47.055	.176	.200
53	47.047	.176	.149
77	46.905	.180	.131
99	46.883	.181	.096
102	46.057	.203	.219
130	45.992	.205	.180
87	45.485	.220	.258
100	44.781	.242	.423
111	44.745	.243	.364

Source: Data processing results, 2025 (AMOS version 29)

Based on table 9 above, it can be concluded that all observations have a Mahalanobis d-squared value below 72.06 and a p value> 0.001. This shows that the data in this study meet the criteria set, namely that there are no multivariate outliers.

5. Full Model Test

The results of testing the full model with AMOS version 29 are presented as follows:

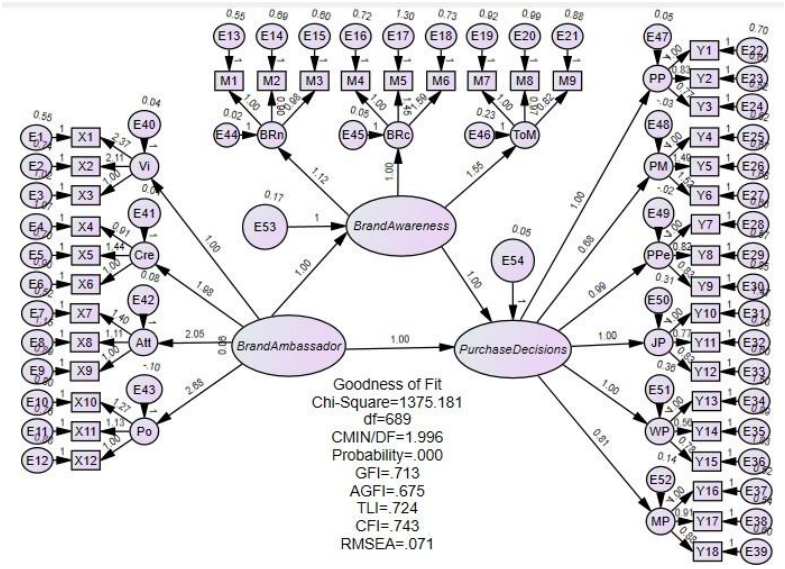


Figure 3. Full Model Test
Source: Data processing results, 2025 (AMOS version 29)

Based on the results of testing the full model above, this structural equation model cannot be said to be fit because there are still several indicators that do not meet the standard goodness of fit value. In Figure 4.4, the Chi- Square value = 1375.181, where the smaller this value, the better the quality of the model. Furthermore, the probability value is still far below the required limit of> 0.05. Likewise, the GFI criteria are 0.713>0.90, AGFI 0.675>0.90, TLI 0.724≥0.95, CFI 0.743>0.95. In contrast, CMIN/DF has met the criteria of 1.996<2.00 and RMSEA 0.071≤0.08. Therefore, to obtain a model that is declared fit, it is necessary to modify the model.

6. Model Modification Test

The following are the results of testing the full model after the modification process:

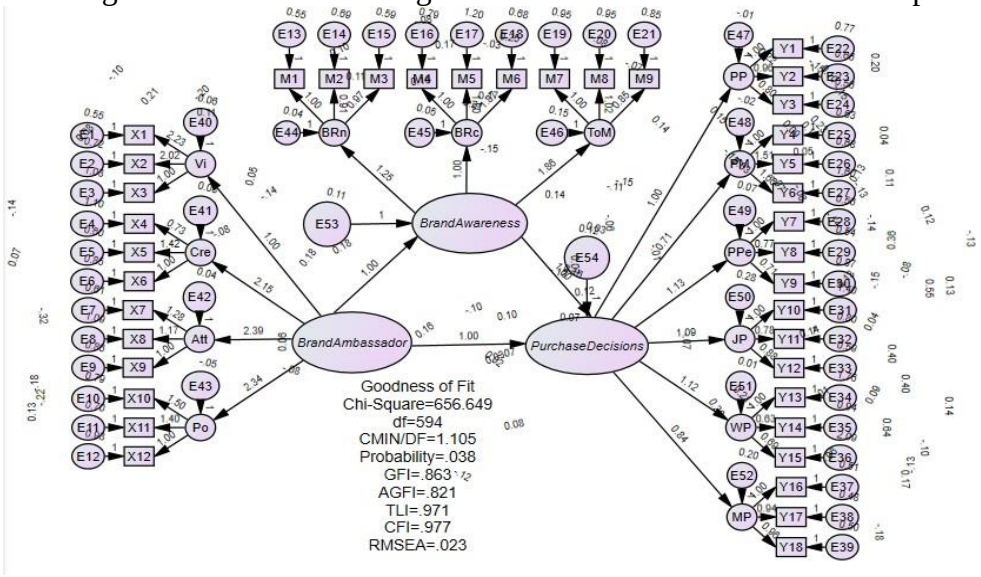


Figure 4. Modification of the Full Structual Model
Source: Data processing results, 2025 (AMOS version 29)

Based on Figure 4.5 above, it can be seen that the Chi-Square value has decreased to 656,649 with a probability value increasing to 0.038 and has met the criteria followed by CMIN/DF 1.105 <2.00, TLI 0.971≥0.95, CFI 0.977>0.95, RMSEA 0.023<0.08. Although

the GFI value of 0.863 and AGFI of 0.840 are still below the ideal limit, this model is still considered feasible because most indicators have met the goodness of fit index standards (Musannip et al., 2021).

7. SEM Hypothesis Test

The following are the results of hypothesis testing:

Table 10. SEM Hypothesis Test Results

HYPOTHESIS TEST						
Hypothesis	**Standard Estimate**	**Estimate**	**S.E**	**C.R**	**P**	**Conclusion**
Brand Ambassador → Brand Awareness		0,757	0,177	4.282	***	Supported
Brand Awareness → Purchase Decisions		0,775	0,143	5.412	***	Supported
Brand Ambassador → Purchase Decisions		0,332	0,112	2.977	0,003	Supported
Brand Ambassador →Brand Awareness →Purchase Decisions	Mediation Test		C.R = 3.338 > 1.65			Supported
Influence Testing						
	Direct		Indirect		Total	
Brand Ambassador → Brand Awareness	0,757		0,000		0,757	
Brand Awareness → Purchase Decisions	0,775		0,000		0,775	
Brand Ambassador → Purchase Decisions	0,332		0,587		0,919	

Source: Data processing results, 2025 (AMOS version 29)

Hypothesis 1

H0: Brand Ambassador has no effect on Brand Awareness

Ha: Brand Ambassador has an effect on Brand Awareness

Based on table 10, it can be seen that the value of the critical ratio (CR) on the brand ambassador variable on brand awareness is 4,282> 1.65 with a p value = 0.000 <0.05. So it can be concluded in hypothesis 1 that H0 is rejected and Ha is accepted. This means that the brand ambassador variable has a significant influence on the brand awareness variable.

Hypothesis 2

H0: Brand Ambassadors have no effect on Purchase Decisions

Ha: Brand Ambassadors have an effect on Purchase Decisions

Based on table 10, it can be seen that the value of the critical ratio (CR) on the brand ambassador variable on purchase decisions is 2.977> 1.65 with a p value = 0.003 <0.05. So it can be concluded in hypothesis 2 that H0 is rejected and Ha is accepted. This means that the brand ambassador variable has a significant influence on the purchase decisions variable.

Hypothesis 3

H0: Brand Awareness has no effect on Purchase Decisions

Ha: Brand Awareness has an effect on Purchase Decisions

Based on table 10, it can be seen that the value of the critical ratio (CR) on the brand awareness variable on purchase decisions is 5,412> 1.65 with a p value = 0.000 <0.05. So it can be concluded in hypothesis 3 that H0 is rejected and Ha is accepted. This means that the brand awareness variable has a significant influence on the purchase decisions variable.

Hypothesis 4

H0: Brand Ambassador has no effect on Purchase Decisions

through brand awareness as a mediating variable

Ha: Brand Ambassador affects Purchase Decisions through brand awareness as a mediating variable

Hypothesis 4 was tested using the Sobel Test Calculator from the analyticscalculators.com website developed by Dr. Daniel Soper to assess the effect of mediation. The test results with the tool are presented below:

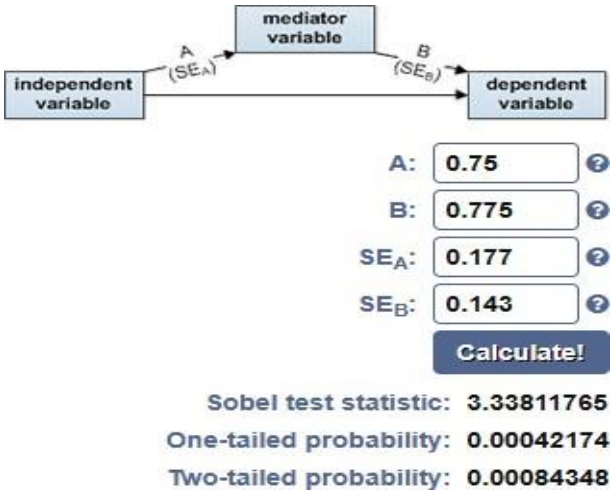


Figure 5. Sobel Test Calculator Test Results

Source: Data processing results, 2025 (analyticscalculators.com)

Based on the figure above, it can be seen that the result is 3.338> 1.65 with the p value seen in the two-tailed probability showing a result of 0.000 <0.05. So it can be concluded in hypothesis 4 that H0 is rejected and Ha is accepted. This means that the brand awareness variable has a significant influence in mediating between brand ambassador variables on purchase decisions.

8. Direct Effect, Indirect Effect, and Total Effect

Based on table 10, there are results of the direct effect of Brand Ambassador on Brand Awareness of 0.757, Brand Awareness on Purchase Decisions 0.775, and Brand Ambassador on Purchase Decisions 0.332. So it can be concluded that the effect of Brand Awareness on Purchase Decisions is greater than the effect of Brand Ambassador on Brand Awareness and the effect of Brand Ambassador on Purchase Decisions.

In addition, there is no indirect effect from Brand Ambassador on Brand Awareness and Brand Awareness on Purchase Decisions. However, what shows the indirect effect of the Brand Ambassador variable on Purchase Decisions is 0.587. Table 10 shows the total effect of the Brand Ambassador variable on Brand Awareness of 0.757, Brand Awareness on Purchase Decisions of 0.775, and Brand Ambassador on Purchase Decisions of 0.919.

Discussion

The analysis was carried out on the indicators of the independent variable (brand ambassador), the mediating variable (brand awareness), and the dependent variable (purchase decisions) through a questionnaire to 200 respondents.

Effect of Brand Ambassador (X) on Brand Awareness (M)

After testing the hypothesis using AMOS version 29 software which refers to the regression weight table, it can be seen in table 10 that the results show C.R = 4.282> 1.65 with p-value = 0.000 <0.05). Thus, the proposed hypothesis can be accepted because shows a significant relationship between brand ambassadors and brand awareness. This result is in line

with the results of research conducted by (Ghadani et al., 2022; Gunardi & Bungin, 2024) which states that brand ambassadors have a significant influence on brand awareness.

The Effect of Brand Ambassador (X) on Purchase Decisions (Y)

After testing the hypothesis using AMOS version 29 software which refers to the regression weight table, it can be seen in table 10 that the results of C.R = 2.977> 1.65 with a p-value = 0.003 <0.05. Thus, the proposed hypothesis can be accepted because it shows a significant relationship between brand ambassadors and purchase decisions. These results are in line with the results of research conducted by (Maulana & Komala, 2024; Prasetyo, 2016; Sabila, 2023) which states that brand ambassadors have a significant influence on purchase decisions.

The Effect of Brand Awareness (M) on Purchase Decisions (Y)

After testing the hypothesis using AMOS version 29 software which refers to the regression weight table, it can be seen in table 10 that the results show C.R = 5.412> 1.65 with a p-value = 0.000 <0.05. Thus, the proposed hypothesis can be accepted because it shows a significant relationship between brand awareness and purchase decisions. This result is in line with the results of research conducted by (Pujianto et al., 2023; Putri et al., 2022; Setiawan et al., 2021) which states that brand awareness has a significant influence on purchase decisions.

Mediating Effect of Brand Awareness (M) in the Brand Ambassador (X) relationship on Purchase Decisions (Y)

Testing the role of mediation in this study was carried out using the Sobel Test Calculator developed by Dr. Daniel Soper. Based on the results displayed in Figure 4.6, a value of 3.338> 1.65 was obtained. Thus, it can be concluded that brand awareness significantly successfully mediates the relationship between brand ambassadors and purchase decisions.

Based on this explanation, it is known that the mediating effect of brand awareness in the relationship between brand ambassadors and purchase decisions has a greater value than the direct effect of brand ambassadors on purchase decisions (3.338> 2.977). So based on these results it can be concluded that the relationship between brand ambassadors on purchase decisions will be successful if mediated by brand awareness. These results are in line with the results of research conducted by (Hanafi, 2022; Yuseval et al., 2022) which states that brand awareness successfully mediates the relationship between brand ambassadors on purchase decisions.

CONCLUSION

Based on the research that has been conducted regarding the analysis of Brand Ambassadors on Purchase Decisions with Brand Awareness as a mediating variable, the following conclusions can be drawn:

1. Brand ambassadors have a significant effect on brand awareness among consumers of Ultra Milk products in Sukabumi City. This shows that Stray Kids as brand ambassadors help increase brand awareness. The selection of the right figure strengthens the trust and image of the product in the eyes of consumers.
2. Brand ambassadors have a significant effect on purchase decisions among consumers of Ultra Milk products in Sukabumi City. This shows that brand ambassadors supported by the bonus photocard also encourage consumers to purchase various Ultra Milk variants to complete the collection.
3. Brand awareness has a significant effect on purchase decisions among consumers of Ultra Milk products in Sukabumi City. This shows that brand names that are easily recognized

and remembered have an important role in increasing purchasing decisions because the name Ultra Milk is very familiar in the minds of consumers.

4. Brand awareness successfully mediates the relationship between brand ambassadors and purchase decisions among consumers of Ultra Milk products in Sukabumi City. This proves that to increase consumer purchase decisions, Ultra Milk must build brand awareness first and then after that brand ambassadors become another supporting factor that is effective in increasing purchase decisions.

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