The Influence of NCT 127 Brand Ambassador on The "Click" Toothpaste Brand Image in NCTzen

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ABSTRACT

Toothpaste is one of the primary needs of the community, which means that the community needs its supply. As a dental health product, the type of toothpaste also has a significant influence, not only on dental health but also on fresh breath. Several companies with well-known toothpaste brands always try to promote their products in various ways. Through television and advertisements, like toothpaste "Click", whose sales are increasing due to cooperating with a K-pop music group from South Korea named NCT 127, a brand ambassador to support its sales and marketing. Therefore, this study aimed to determine whether and how much influence NCT 127 as brand ambassadors had on the brand image of the "Click" toothpaste product in the Nctzen fandom. The population in this study were followers of the Twitter account @nctzenbase, which has 752,000, while the research sample used the Slovin sampling technique with as many as 433 respondents. The instruments used in this study were brand ambassador and brand image questionnaires that researchers had modified. This type of research is quantitative research with a mixed-methods approach. The data obtained were then analyzed using SPSS software. The study results show that the brand ambassadors of NCT 127 influence the "Click" toothpaste brand image. The magnitude of the effect is 37,7% so that other factors as much as 63,3% are influenced by other variables not examined.

Keywords: Brand Ambassador; Brand Image; Korean Wave

INTRODUCTION

The general public uses toothpaste, which is a basic need that is not affected by a person's age or gender. To maximize sales in the health product market, several brands from businesses engaged in the health sector are now producing toothpaste that minimizes cavities and toothaches but still leaves a fresh and high-quality bad breath. However, since the outbreak of the Covid-19 outbreak in early 2020 and continuing for

the last two years, all industries have experienced a decline in production due to government regulations, such as the implementation of PSBB (Large-Scale Social Restrictions) and social restrictions. continuation of PPKM (Enforcement of Restrictions on Community Activities) in 2021.

According to the findings of the initial poll, the decline in overall sales turnover across all industries is, in general, a problem that UKMs are currently facing. Along with decreasing people's purchasing power, the pandemic has also contributed to a decline in people's dental and oral health, especially among UMKM actors. This has had a negative impact on business activities, making it difficult for the community to get dental care during a pandemic even though various facilities are available. Therefore, toothpaste company Click teamed up with South Korean boy group NCT 127 as a new idea to help people become famous for their unique teeth because Kpop is a trend among the younger generation. There are similarities in our brand approaches and goals, different, which is why the Kick It singer was chosen as the face of the company. As Click's Brand Marketing Manager, Marcheilla immediately revealed this. NCT 127 members have tasted and felt the difference between our products and other oral care products, and they really enjoy it. The Click Natural Whitening Toothpaste itself comes in 7 different flavours, from passion fruit mint to peach mint to barley mint.

Because everyone wants clean and healthy white teeth, this product contains Himalayan Pink Salt, a natural ingredient that can help whiten teeth. As a result, the brand introduced products with seven different functions as well as various refreshing flavours that are completely new to the oral care industry. The Click toothpaste series also has a halal certificate and is clinically proven to whiten teeth in just 14 days. It also has a very unique case design. These K-Oral Care items have been officially released and are available for purchase online.

The researcher developed it to attract the focus of the research, namely "Does NCT 127 as a Brand Ambassador affect the Brand Image of Click toothpaste on NCTzen?"

LITERATURE REVIEW

Brand Ambassador

Brand is any name, word, symbol, sign, design or combination of things listed that distinguishes a seller's goods or services from those of competitors, according to the American Marketing Association (AMA). In (Sagia & Situmorang, 2018) Lea-Greenwood writes that "Brand ambassadors are tools used by companies to communicate and connect with the public, regarding how they really increase sales"; Brand ambassadors are marketing tools in the form of cultural icons or identities as representatives of a brand or a product being marketed. According to John R. Rossiter in his article, "The Use of Celebrities as Brand Ambassadors," the VisCAP model, which consists of four important elements namely Visibility, Credibility, Attractiveness, and Power can be used to assess celebrity use.

a. Visibility

Is a measure of a celebrity which, when connected with popularity, will get how much results fans a brand ambassador has and how often they appear in public.

b. Credibility

Celebrity qualities often correlate with finesse and rationality. this is continuous with the individual's own insight regarding the product offered, and objectivity is aimed at skill owned to persuade consumers to a product.

c. Attraction

d. Has two characteristics, namely charm (likability) and similarity. Charm (likability) this character takes a look at the level of physical appearance as well as the nature and personality that is brought so that it is expected to show a positive impact in the brand that is covered. At equality visualization in advertising is very influential on the effectiveness of advertising.

e. Power

The ability of a celebrity at the time of advertising should have the power to "enchant" the target audience to buy a product being advertised. Power itself is the ability of celebrities to hook consumers to buy.

Brand Image

Consumer perception of a brand is called "brand image", and it is based on how they remember the product and how other people perceive the brand (Firmansyah, 2019, p. 66). Creating a brand image in the eyes of consumers helps increase brand loyalty. Brand characteristics, namely: the superiority of brand associations, which means the characteristics of the product, the strength of brand associations, namely the way to connect insights with information that is appropriate to the product, and the uniqueness of brand associations, namely the meaning of the product and what distinguishes it from other products, can be used to measure brand image, (Keller 2012:56).

METHODS

The variables measured in this study are brand ambassador as the dependent variable, whereas brand image as independent variable. Indicators used to measure variables brand image that is visibility, credibility, attractiveness, and power. While the indicators used to measure variables brand image is the superiority, strength, uniqueness of the brand association.

This type of research is a quantitative research with a mixed methods approach (mixed-methods). The research technique used was a survey by distributing questionnaires online. The population in this study were followers of the @nctzenbase Twitter account with 752,000 followers. While the sample is the sampling techniques non probability, that is judgmental sampling with the criteria of knowing NCT 127 as the brand ambassador of "click" toothpaste. The number of samples used was 433 respondents using Slovin's theory.

Data collected from 752,000 respondents using software Statistical Package for Social Science (SPSS). First of all, the researcher distributed questionnaires to a trial sample of 30 followers. This sample is used to determine the level of reliability and validity of the instrument. After the instrument is valid and reliable, the researcher continues the survey phase with 433 followers as the research sample. The second data analysis was used to determine the effect of the independent variable on the dependent variable analysed using linear regression analysis.

RESULTS

Respondent Profile

This study used 433 respondents to the Twitter account @nctzenbase consisting of 9 males and 424 females. This difference in gender categories is used to test differences in perceptions of influence brand ambassador to brand image based on gender.

Validity and Reliability Test

Testing the validity and reliability using a trial sample that is different from the research sample. The trial sample used a sample of 30 respondents. The results of the trial sample validity on the X and Y variables are presented in Table 1.

Table 1. Instrument Validity Test Variable X and Variable Y

Variabel X	Pearson Product Moment	variable Y	Pearson Product Moment
Item 1	0.502	Item 1	1.000
Item 2	0.602	Item 2	0.457
Item 3	0.446	Item 3	0.439
Item 4	0.530	Item 4	0.584
Item 5	0.496	Item 5	0.447
Item 6	0.463	Item 6	0.643
Item 7	0.479	Item 7	0.489
Item 8	0.541	Item 8	0.538
Item 9	0.393		

Table 1 shows that each item on the variables brand ambassador (X) and brand image (Y) has a value Pearson Product Moment more than r table (df = 30-2 = 28 and Sig. 0.05) namely 0.361, so that both variables are said to be valid.

Because all items are said to be valid, then it is continued with the reliability instrument test. The test results show that the value Cronbach's Alpha on variables brand ambassador is 0.918 which is greater than R table 0.361, so it is variable brand ambassador declared reliable. Besides that, value Cronbach's Alpha on variables brand image is 0.843 which is greater than R table 0.361, so it is variable brand image declared reliable.

Linear Regression Analysis

Regression analysis was performed after the prerequisite analysis was met. In testing the terms of this analysis, normality and linearity tests were carried out. Normality test results Kolmogorov-Smirnov SPSS aid shows that the value of Sig. on variables brand ambassador is 0,200 > 0.05 so variable brand ambassador normally distributed. In addition, the value of Sig. on variables brand image is 0,200 > 0.05 so variable brand image also normally distributed.

Furthermore, a linearity test was carried out which based on the results of the linearity test showed that the value of Sig. on deviation from linearity is 0,403 > 0,05 which shows that between variables brand ambassador and variables brand image have a linear relationship. Because the prerequisite analysis has been fulfilled, it is followed by a regression analysis. Linear regression analysis aims to determine the level of influence of each independent variable, namely independent visibility, credibility, attraction, and power on the variables brand ambassador to the dependent variable, namely the variables brand image. The results of the regression analysis are presented in Table 2.

Table 2. Analysis of Regression Results

Variable	Standardized Coefficient	R square	Say
Visibility	0,372	0,138	0,000
Credibility	0,607	0,369	0,000
Attraction	0,532	0,281	0,000
Power	0,488	0,236	0,000
R Square		**0,377**	

The visibility variable shows a significant value of 0.000 with a beta coefficient of 0.372. This shows that the visibility variable has an effect on the variables brand image by 13.8%. The credibility variable shows a significant value of 0.000 with a beta coefficient of 0.607. This shows that the credibility variable has an effect on the variables brand image by 36.9%. The attraction variable shows a significant value of 0.000 with a beta coefficient of 0.532. This shows that the attraction variable has an effect on the variables brand image 28,1%. The power variable shows a significant value of 0.000 with a beta coefficient of 0.488. This shows that the power variable has an effect on the variables brand image 23,6%.

The coefficient R squared on the results of the linear regression test is 0,377 which means 37,7% variable brand image can be explained and influenced by the independent variables visibility, credibility, attraction, and power, meanwhile 62,3% the rest is influenced by other variables that have not been studied.

DISCUSSION

The results of the linear regression test show that brand ambassador NCT 127 influential real to brand image of toothpaste "click". Results of brand ambassador the positive means the better brand image generated. The popularity of NCT 127 is a good influence for the "click" toothpaste brand. Credibility on brand ambassador effect on brand "click" toothpaste. This means the more proficient one becomes brand ambassador then the better skill owned to persuade consumers to buy toothpaste products and use them.

The attractiveness possessed by brand ambassadors is very influential on the brand image where the more attractive the face and appearance of the brand ambassador, the more enthusiasts. This means that it will benefit sales from the brand

image. Excellence informs that the higher the power of delivering the brand ambassador's message, the higher the interest of consumers to buy from that brand. the advantages of conveying messages and advertising NCT 127 attracts targets, namely nctzens who buy and use "click" toothpaste. Brand ambassadors which consist of visibility, credibility, attractiveness, and excellence have an influence on willbrand image "Click" toothpaste on nctzens on each indicator. Although high results are shown by indicators of trust generated by whether the artist endorser can be trusted, relied upon.

CONCLUSION

The results of this study indicate that the brand ambassadors of NCT 127 have an influence on the "click" toothpaste brand image. The percentage of the resulting influence is 37.7% so that other factors as much as 62.3% are influenced by other variables not examined. Therefore, it is hoped that further researchers can follow up on these variables by examining other variables that influence the "click" toothpaste brand image apart from the NCT 127 brand ambassador variable.

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