



# The Influence Of Rebranding and Brand Ambassador NCT Dream on Gen Z Purchasing Decisions on Tos Tos Products in Pontianak City

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## ABSTRACT

This study aims to find out the influence of rebranding and brand ambassador NCT Dream on the purchase decision of Gen Z on Tos Tos products in Pontianak City. This research uses associative methods with a quantitative approach. The sample used as many as 100 respondents who are Generation Z consumers and reside in Pontianak City. Sampling technique is purposive sampling. Research results show that the rebranding variable has a significant positive effect on the purchasing decision variable. As well, the brand ambassador variable has a significant positive influence on the purchasing decision variable.

## INTRODUCTION

Snack is a very popular food among Indonesians, especially the younger generation. These snacks are usually consumed approximately 2-3 hours before the main meal (breakfast, lunch, and dinner) to temporarily delay hunger (Wahab, 2018). Snacks can be in the form of processed foods, such as chips, biscuits, chocolate, and candy. Processed foods can be made from potatoes, cassava, cereals, nuts, fish, fruit, and corn.

According to data from the Central Bureau Of Statistics (BPS), the amount of corn production in Indonesia in 2023 is estimated at 14.46 million tons. The abundant corn production in Indonesia is utilized to develop the processed food industry, one of which is tortilla snacks. Tortilla chips are a type of chips generally made from corn with a certain thickness (Afifah & Sholichah, 2021). One of the companies in Indonesia that produces tortilla snacks is PT Dua Kelinci. PT Dua Kelinci is a company that produces snacks or snacks in Indonesia, which was founded in 1972. The brand in the corn snack category from PT Dua Kelinci is tos tos which was previously named Krip Krip Tortilla which was launched in 2014. Here is the top brand award for the corn snack subcategory in 2022:

**Table 1. Top Brand Award for Corn Snack Subcategory in 2022**

| Age      | Percentage | TOP |
|----------|------------|-----|
| Cheetos  | 55,70%     | TOP |
| Happytos | 25,60%     | TOP |
| Twistko  | 1,70%      |     |
| Turbo    | 6,90%      |     |

Source: Top Brand Award, 2023

Based on the Top Brand Award for the corn snack subcategory in 2022, the first place is Cheetos, then Happytos, Turbo, and Twistko. This means that Krip Krip Tortila is not widely recognized by the Indonesian people. Therefore, Krip Krip Tortila tries to improve effective marketing strategies through rebranding to produce competitive advantages compared to corn snack brands that are well known by the Indonesian people. The product changes after rebranding are name, logo, packaging, flavor, grammage, and tagline.

Besides rebranding, there is one phenomenon that is gaining widespread attention, which is the Korean Wave. Korean Wave is a term that refers to the spread of South Korean popular culture throughout the world (Hakim, 2018). This phenomenon encompasses various aspects of culture, including music, movies, television dramas, cosmetics, and food (Liya et al., 2021). One aspect of the Korean Wave phenomenon that is very popular among Gen Z is Korean pop music, or better known as Kpop. The following table 2 shows the Boygroup Brand Reputation Ranking in October 2023:

**Table 2. Boygroup Brand Reputation Ranking in October 2023**

| No | Boygroup         |
|----|------------------|
| 1  | BTS              |
| 2  | NCT              |
| 3  | <i>Seventeen</i> |
| 4  | Exo              |
| 5  | <i>The Boys</i>  |

Source: Kpoppost.com, 2023

Reporting from Kpoppost.com, Boygroup Brand Reputation Ranking in October 2023 which is in the first place is BTS, followed by NCT, Seventeen, Exo, and The Boys. This is utilized by Tos Tos to promote its products in order to attract consumer buying interest. Tos Tos collaborates with NCT Dream as Brand Ambassador. Targeting Tos Tos products are students and college students, so making NCT Dream as a brand ambassador is the right choice because NCT Dream members were born from 1999 to 2002 who are Gen Z and are ranked second in the Boygroup Brand Reputation Ranking in October 2023.

Based on a video released by Tos Tos on its youtube account, NCT Dream has been the Brand Ambassador since June 2023. NCT Dream is a boy group from South Korea under SM Entertainment, which debuted in 2016. NCT Dream consists of 7 members, namely, Mark, Renjun, Jeno, Haechan, Jaemin, Chenle, and Jisung.

Pontianak is the capital city of West Kalimantan province. In Pontianak City, the name NCT Dream is quite widely known. One of the NCT fan Instagram accounts (@nctzen.pontianak) has 621 followers on the Instagram platform, with the following demographic percentages:

**Table 3. Percentage of Demographics of NCTzen Pontianak Instagram Followers in November 2023**

| Age             | Percentage |
|-----------------|------------|
| 13-17 years     | 8,2%       |
| 18-24 years old | 70,1%      |
| 25-34 years old | 16,8%      |
| 35-44 years old | 4,2%       |
| 45-54 years old | 0,5%       |

Source: NCTzen Pontianak, 2023

From the picture above, it can be seen that the most followers of the Instagram account (@nctzen.pontianak) are Gen Z as much as 78.3% with details of 18-24 years old, 70.1% and 1317 years old by 8.2%. Gen Z is a term for the generation born in 1997-2012 who are currently around 11-26 years old. This shows that Gen Z's interest in NCT is quite high. With NCT Dream as Tos Tos brand ambassador, it indicates that most consumers who buy Tos Tos products are Gen Z.

## LITERATURE REVIEW

### Rebranding

According to Muzellec & Lambkin, (2006), rebranding is the process of creating a new name that changes stakeholder perspectives and differentiates itself from competitors. Andirani & Anandita (2019) stated that rebranding is a difficult process and requires internal and external considerations.

Muzellec et al., (2003) also states that there are indicators in rebranding, namely (1) Brand repositioning, a process carried out to change customer perspectives with changing market trends and competitive pressures from external events; (2) Brand renaming is a new name used to signal to all parties that the company or brand is undergoing a change in strategy, focus, or ownership structure; (3) Brand redesign is creating a new brand image by revising the logo, shape, and message; (4) Brand relaunching is the launch or announcement of a new brand inside and outside the company.

The previous research conducted by Rani & Madiawati (2022) states that rebranding has a significant effect on purchasing decisions on Iconnet products in Bandung. As for previous research conducted by Rahmawati & Herlina (2009) states that rebranding has a significant effect on consumer purchasing decisions in the marketing area of the sumur batu village of North Teluk Betung Bandar Lampung.

### Brand Ambassador

According to Kotler & Keller (2009), a brand ambassador is a person who promotes or represents a particular product or brand, whether well-known or not, by having an appeal that can generate interest and impressions on consumers. According to Royan (2005), also states that there are indicators in brand ambassadors, namely (1) Visibility, the popularity possessed by the brand ambassador who represents the product; (2) Credibility, consumer confidence that the brand ambassador has relevant knowledge, expertise, or experience and can provide objective and unique information; (3) Attraction is an attractive non-physical manifestation that can help advertisements and products; (4) Power is the charisma displayed by the brand ambassador to be able to influence consumers so that they decide to buy and use these goods.

The previous research conducted by Yusuf et al., (2022) states that the NCT Dream brand ambassador has a significant positive effect on purchasing decisions on Lemonilo noodle products in Manado. Previous research conducted by Wulandari, (2019) states that the dimensions of brand ambassadors, namely attractiveness, credibility, and expertise, partially have a positive impact on

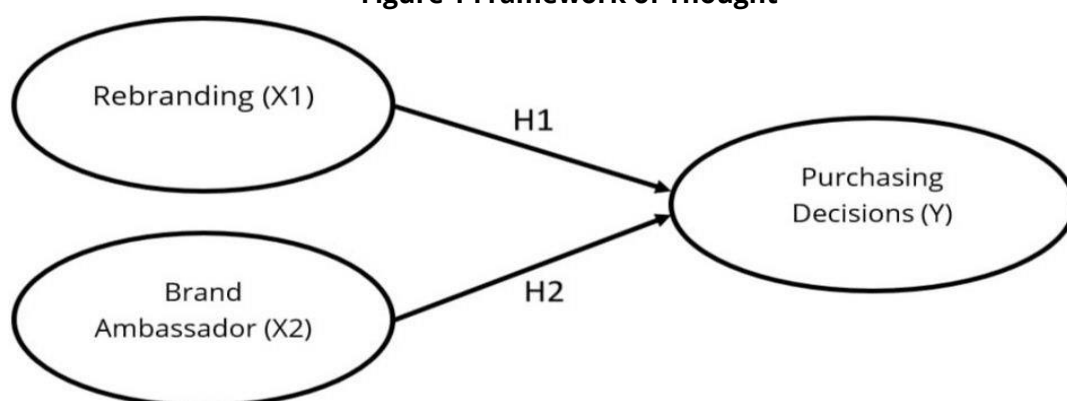
purchasing decisions for Oppo F3 smartphones in Samarinda. Previous research conducted by Surbakti (2020) states that the EXO brand ambassador has an effect on consumer purchasing decisions in Medan City.

### Purchase Decision

According to Kotler & Armstrong (2008), a purchase decision is when a customer actually decides to buy an item. Buyers go through several stages before making a purchase decision about the goods and services they buy (Tjiptono, 2014). According to Kotler & Armstrong (2008), the purchasing decision process has five stages that consumers go through, namely (1) Need recognition, buyers realize a problem or need that can be triggered from internal and external; (2) Information search, where consumers find the information they need from various sources; (3) Evaluation of alternatives, the stage of how customers handle information to make brand choices; (4) Purchase decisions, where consumers buy their favorite brands; (5) Post-purchase behavior, the stage at which customers will become satisfied or dissatisfied with their products after they buy.

The previous research conducted by Gupta & Singh (2023) states that purchasing decisions in India are influenced by the rebranding carried out by Mcdonalds. Previous research conducted by AZ-Zahra & Sudrajat (2019) states that purchasing decisions for Nature Republic products are significantly influenced by the NCT 127 brand ambassador. Previous research conducted by Ilmi et al., (2020) stated that the decision to purchase Korean Spicy Chicken noodles was influenced and significant by Choi Siwon as a brand ambassador. Therefore, the following framework can be compiled:

**Figure 1 Framework of Thought**



The hypothesis is:

- H1 : Rebranding has a positive significant effect on Gen Z purchasing decisions on Tos Tos products in Pontianak City.
- H2 : Brand Ambassador has a positive significant effect on Gen Z purchasing decisions on Tos Tos products in Pontianak City.

## METHODS

### Purchase Decision

This research uses associative methods with a quantitative approach. According to (Siregar, 2017) Associative research aims to determine how two or more variables relate to each other. The independent variables in this study are rebranding (X1) and brand ambassadors (X2); the dependent variable is the purchase decision. The sample collection technique in this study used purposive sampling technique. Sugiyono (2013) said the purposive sampling method uses certain considerations. The population of this study were Gen Z consumers in Pontianak City. The

sample of this study were 100 respondents. The criteria for respondents in this study are (1) Gen Z consumers who have purchased Tos Tos products; (2) Being in the age range of 18-26 years; (3) Domiciled in Pontianak City. Sampling in this study by distributing questionnaires via Google Form, and measured using a Likert scale which includes five alternative answers, namely Strongly Disagree (1) to Strongly Agree (5). Then the data was analyzed using SmartPLS 3 software.

Data analysis in this study used convergent validity test, reliability test, R-square test, and path coefficients test. Jogiyanto (2011) said that the convergent validity test relates to the principle that testing through a construct should be highly correlated. The convergent validity test measurement technique used is Average Variance Extracted (AVE). According to Ghazali & Latan (2015) the criteria for Average Variance Extracted (AVE) must be more than 0.5. Ghazali & Latan (2015) stated that the reliability test was carried out to prove that the indicator was precise, consistent, and accurate in measuring the accuracy and accuracy of the construct. The reliability test measurement techniques used are Cronbach's Alpha and Composite Reliability. According to (Ghozali & Latan (2015) the criteria for Cronbach's Alpha must be more than 0.6, and the criteria for Reliability must be more than 0.7.

Jogiyanto (2011) said that the R-Square test was carried out to determine how much change occurred between the independent variable and the dependent variable. According to Ghazali & Latan (2015) states that R-square values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models. The path coefficients test is used for influence and significance between variables. In this study, a significant level of 5% = 1.96 was used.

## RESULTS

**Table 4. Respondent Characteristics**

| Respondent Characteristics    | Total | Percentage |
|-------------------------------|-------|------------|
| <b>Gender</b>                 |       |            |
| Male                          | 13    | 13%        |
| Female                        | 87    | 87%        |
| <b>Age</b>                    |       |            |
| 18 - 20 Years                 | 33    | 33%        |
| 21 - 23 Years                 | 57    | 57%        |
| 24 - 26 Years                 | 10    | 10%        |
| <b>Last Education</b>         |       |            |
| High school/equivalent        | 75    | 75%        |
| D3                            | 5     | 5%         |
| S1                            | 20    | 20%        |
| <b>Jobs</b>                   |       |            |
| Student                       | 79    | 79%        |
| Private                       | 14    | 14%        |
| PNS                           | 1     | 1%         |
| Entrepreneur                  | 4     | 4%         |
| Freelance                     | 2     | 2%         |
| <b>Income</b>                 |       |            |
| < IDR 1,000,000               | 63    | 63%        |
| IDR 1,000,000 - IDR 2,999,999 | 24    | 24%        |
| IDR 3,000,000 - IDR 4,999,999 | 10    | 10%        |
| > IDR 5,000,000               | 3     | 3%         |

Source: *SmartPLS 3* Test Results, Processed (2023)

Table 4 illustrates the survey results of Gen Z consumers who buy Tos Tos products in Pontianak City. It can be seen that most of the characteristics of respondents based on gender are female, which is 87%. Based on the age of the respondents, most are in the age range of 21 - 23 years, which is 57%. Based on the latest education, most respondents are high school / equivalent, which is 75%. Based on the occupation, most respondents are students, which is 79%. Based on the respondent's income, most respondents are <Rp 1,000,000, which is 63%.

**Table 5. Convergent Validity Results (Average Variance Extracted (AVE))**

| Variables             | AVE   | Criteria | Description |
|-----------------------|-------|----------|-------------|
| Rebranding (X1)       | 0,572 | 0,50     | Valid.      |
| Brand Ambassador (X2) | 0,591 | 0,50     | Valid.      |
| Purchase Decision (Y) | 0,575 | 0,50     | Valid.      |

Source: SmartPLS 3 Test Results, Processed (2023)

From the table above, it can be seen that the AVE value of the rebranding variable (X1), brand ambassador (X2), purchasing decisions (Y) already has a value  $\geq 0.50$ , meaning that the three variables are declared valid.

**Table 6. Reliability Test Results**

| Variables             | Cronbach's Alpha | Criteria | Composite Reliability | Criteria | Description |
|-----------------------|------------------|----------|-----------------------|----------|-------------|
| Rebranding (X1)       | 0,932            | 0,60     | 0,941                 | 0,70     | Valid.      |
| Brand Ambassador (X2) | 0,937            | 0,60     | 0,945                 | 0,70     | Valid.      |
| Purchase Decision (Y) | 0,947            | 0,60     | 0,953                 | 0,70     | Valid.      |

Source: SmartPLS 3 Test Results, Processed (2023)

From the table above, it can be seen that the Cronbach's Alpha value of the rebranding variable (X1), brand ambassador (X2), purchasing decisions (Y) already has a value  $\geq 0.60$ , meaning that the three variables are declared valid . As well as the Composite Reliability value of the rebranding variable (X1), brand ambassador (X2), purchase decision (Y) already has a value  $\geq 0.60$ , meaning that the three variables are declared valid.

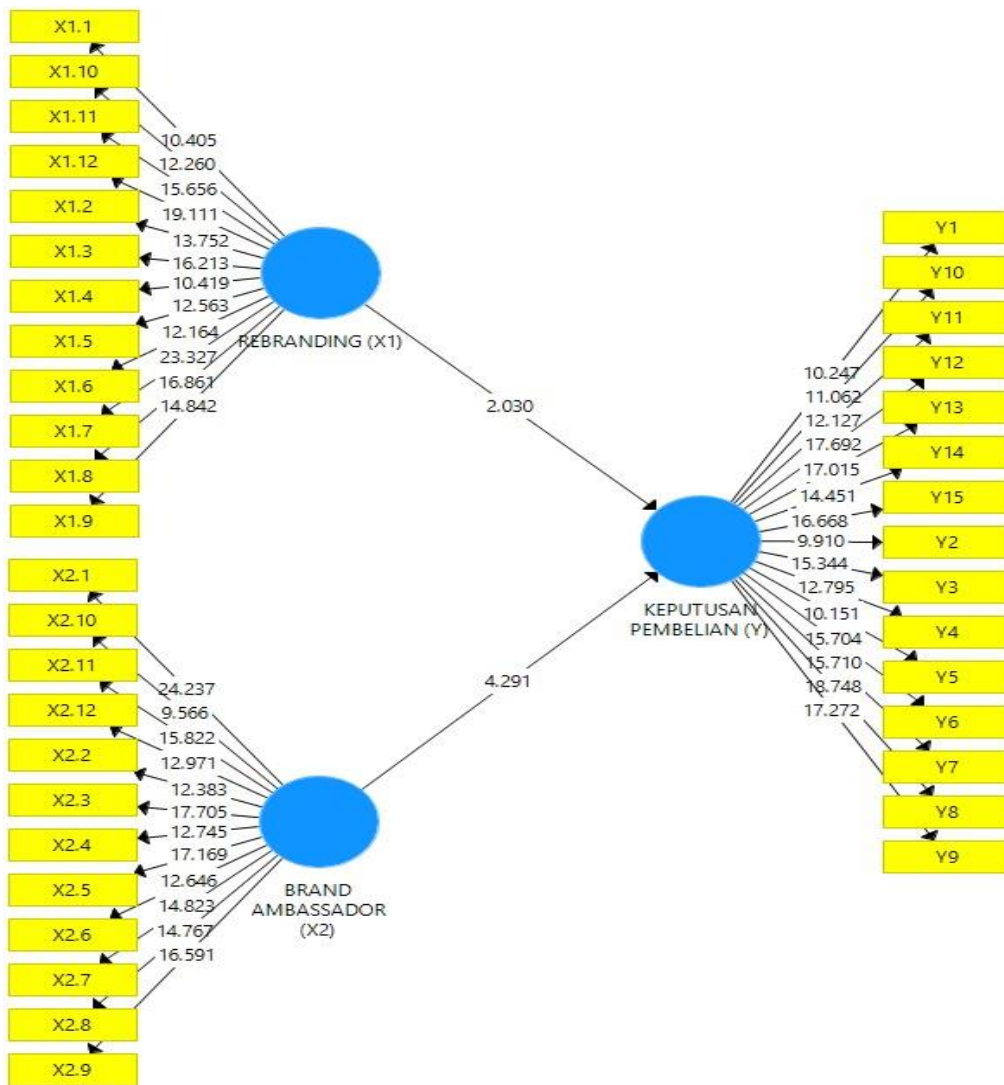
**Table 7. R-Square Test Results**

| Variables             | R Square | R Square Adjusted |
|-----------------------|----------|-------------------|
| Purchase Decision (Y) | 0,855    | 0,852             |

Source: SmartPLS 3 Test Results, Processed (2023)

The table above shows the R-Square value of 0.855. This means that 85.5% of purchasing decisions (Y) can be explained by rebranding (X1) and brand ambassadors (X2), while the remaining 14.5% of purchasing decisions are influenced by other variables not explained in this study. The R-Square value in this study is categorized as strong.

Figure 2 Bootstrapping Model



Source: SmartPLS 3 Test Results, Processed (2023)

Table 8. Path Coefficients Test Results

| Hypothesis     | Original Sample | T Statistics | P Values | Description |
|----------------|-----------------|--------------|----------|-------------|
| R(X1) → KP(Y)  | 0,311           | 2,030        | 0,043    | Significant |
| BA(X2) → KP(Y) | 0,632           | 4,291        | 0,000    | Significant |

Source: SmartPLS 3 Test Results, Processed (2023)

Description:

- R : Rebranding
- BA : Brand Ambassador
- KP : Purchase Decision

Testing H1 based on the path coefficients test shows the original sample value of 0.311, and the T Statistics value of 2.030 is greater than 1.984 (t-table), and the P Values value of 0.043 is

smaller than the 5% significant level. It can be concluded that rebranding has a significant positive effect on purchasing decisions (H1 accepted).

Testing H2 based on the path coefficients test shows the original sample value of 0.632, and the T Statistics value of 4.291 is greater than 1.984 (t-table), and the P Values value of 0.000 is smaller than the 5% significant level. It can be concluded that brand ambassadors have a significant positive effect on purchasing decisions (H2 accepted).

## DISCUSSION

### **The Influence of *Rebranding* on Purchasing Decisions**

From the research results described above, rebranding has a significant positive effect on Gen Z purchasing decisions on Tos Tos products in Pontianak City. Rebranding is an important factor in purchasing decisions where repositioning, renaming, redesign, and relaunching carried out on Tos Tos products can influence consumers in purchasing decisions. This is in line with research conducted by Rani & Madiawati, (2022) which shows that rebranding has a significant effect on purchasing decisions on Iconnet products in Bandung. Rebranding is able to reintroduce pre-existing products so that it can influence consumers in purchasing decisions.

### **The Influence of *Brand Ambassadors* on Purchasing Decisions**

From the research results described above, brand ambassadors have a significant positive effect on Gen Z purchasing decisions on Tos Tos products in Pontianak City. Brand ambassadors are an important factor in purchasing decisions where the popularity, credibility, attractiveness, and strength of brand ambassadors can influence consumers in purchasing decisions. This is in line with research conducted by Yusuf et al., (2022) which shows that brand ambassadors have a significant positive effect on purchasing decisions. Brand ambassadors are able to promote products and can convince consumers to believe in a product.

## CONCLUSION

After testing and analyzing the data, this study can be concluded as follows: The majority of respondents in this study are female in the age range of 21 - 23; they have completed school and are currently in college; and they earn a monthly income of <Rp 1,000,000. From the hypothesis results, it indicates that the test was conducted successfully. Rebranding has a significant positive effect on purchasing decisions on Gen Z purchasing decisions on Tos Tos products in Pontianak City. Brand ambassadors have a significant positive effect on purchasing decisions on Gen Z purchasing decisions on Tos Tos products in Pontianak City .

## LIMITATION

From this research there are several limitations. First, this study only uses two independent variables, namely rebranding and brand ambassadors, and one dependent variable, namely purchasing decisions. Then, the sample used was only 100 respondents, which still cannot describe the actual situation. Also, the object of this research is limited to Gen Z consumers who have purchased Tos Tos products in Pontianak City.

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