



The Influence Of Brand Ambassador And Content Marketing On Gen Z Consumer Interaction Of Korean Spicy Chicken Sedaap Noodles In Surabaya

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ABSTRACT

In digital era dominated by Gen Z, the right marketing strategy key to building relationships between brands and consumers. Mie Sedaap, through the Korean Spicy Chicken variant, takes advantage of Korean cultural trends among Gen Z by collaborating with brand ambassador Ahn Hyo Seop and implementing a content marketing strategy through social media. The objective is to analyze the influence of Brand Ambassadors and Content Marketing on Gen Z Consumer Interaction of Mie Sedaap Korean Spicy Chicken in Surabaya. This research applies this specific quantitative approach, utilizing an associative design, obtained from an online questionnaire via Google Forms for data collection and multiple SPSS was used to perform linear regression analysis. The sampling method applied is purposive sampling, totaling 164 respondents selected based on specific criteria consisting Gen Z who had seen advertisements, bought and consumed Mie Sedaap Korean Spicy Chicken in Surabaya.

INTRODUCTION

In the modern era, people increasingly want everything that is practical, including in terms of food consumption. Instant noodles are one of the fastfood solutions that are popular with various groups because they are easy to serve, affordable, and have a variety of flavors. In Indonesia, instant noodle consumption is very high and shows consistent annual growth, making it one of the most popular processed food products in the domestic market.

Figure 1 Global Instant Noodle

Source: [instagram.com/toptier_id](https://www.instagram.com/toptier_id)

This condition is reinforced by data from the World Instant Noodles Association (2023) which states that Indonesia is in second place as the country with the highest instant noodle consumption in the world, reaching 14.54 billion servings per year. The high consumption rate shows the great public interest in instant noodle products and opens up great opportunities for processed food industry players to continue to innovate, both in product development and marketing strategies.

One of the leading instant noodle brands in Indonesia is Mie Sedaap, produced by PT Prakarsa Alam Segar (Wings Group). Mie Sedaap continues to present product innovations. One of its popular variants is Mie Sedaap Korean Spicy Chicken, which is inspired by the distinctive taste of South Korea. This variant not only offers a unique taste, but also comes as a response to the increasing interest of Indonesian people in Korean culture, especially among young people.

The Korean Wave (Hallyu) phenomenon, including K-Pop, has had a major influence on consumer lifestyles in Indonesia (Valenciana & Pudjibudojo, 2022). This is especially evident in Generation Z who regularly navigate and utilize digital technologies, have a high interest in global trends, and are easily influenced by visual content and public figures they follow online. Therefore, marketing strategies targeting Gen Z need to adopt an approach that is relevant to their digital characteristics, both in choosing communication channels and in how to convey promotional messages. As part of this effort, Mie Sedaap appointed Korean actor Ahn Hyo Seop as a brand ambassador to strengthen the product image and attract the attention of Gen Z consumers. Utilizing public figures who have strong influence is one strategy to build emotional attachment between consumers and brands. In addition, content marketing strategies through social media such as Instagram are also actively used to convey marketing messages in the form of attractive and easily accessible visual content (Marhietta & Alexandrina, 2024).

LITERATURE REVIEW

Brand Ambassador

A brand ambassador is an individual appointed by a company to represent and promote its brand or product due to their strong influence on the target market. According to (Sukmawati & Fitriyah, 2021), a brand ambassador is an individual or group who serves as the representation of a product, carrying a positive image and, through their popularity, expertise, and appeal, is expected to attract consumer attention and encourage product usage.

Indicators of a brand ambassador, as stated by Rossiter in (Shafa & Sanaji, 2023), include popularity, credibility, attractiveness, and power.

Content Marketing

Content marketing plays a significant role in attracting consumer interest and is believed to build and strengthen potential customers' trust in a brand. According to (Siregar & Yusrizal,

2024), content marketing is a marketing strategy that involves the planning, creation, and distribution of content designed to attract the right audience, with the ultimate goal of converting them into customers. According to Milhinhos as cited by (Suwondo & Andriana, 2023), the indicators of content marketing include: relevance, accuracy, clarity, discoverability, and consistency.

Consumer Interaction

Consumer interaction refers to a two-way relationship between consumers and a company or brand, which may occur through various forms of communication, both direct and indirect. According to (Husna et al., 2024), consumer interaction encompasses all types of engagement between consumers and brands, including purchasing and customer service activities, whether face-to-face or via other communication channels.

According to Zivi as cited by (Arrofiq & Andarini, 2024), there are four indicators of consumer interaction: brand recognition, product knowledge, consumer feelings toward the product, and shopping convenience in comparing product prices.

METHODS

Applying a quantitative approach with an associative design, the aim of this research is to examine the relationship between the observed factors. The objective of this study is to examine the impact of Brand Ambassador and Content Marketing on Gen Z Consumer Interaction on Mie Sedaap Korean Spicy Chicken products in Surabaya. The study population consists of Generation Z who live in Surabaya and have seen advertisements, bought, and consumed Mie Mie Sedaap Korean Spicy Chicken products once. Due to the absence of a known population size, the sample selection was based on the Cochran formula, the researcher determines a sample of 164 respondents to obtain valid research results and accurately reflect the population. Data collection is carried out through an online survey developed on Google Form and disseminated via the Mie Sedaap Instagram platform.

RESULTS

Validity Test

Table 1 Validity Test

Variables	Question	rcount	rtable	Information
Brand Ambassador (X1)	X1.1	0,801	0,1533	Valid
	X1.2	0,843	0,1533	Valid
	X1.3	0,848	0,1533	Valid
	X1.4	0,854	0,1533	Valid
Content Marketing (X2)	X2.1	0,805	0,1533	Valid
	X2.2	0,816	0,1533	Valid
	X2.3	0,822	0,1533	Valid
	X2.4	0,822	0,1533	Valid
	X2.5	0,831	0,1533	Valid
	X2.6	0,810	0,1533	Valid
Interaksi Konsumen (Y)	Y.1	0,796	0,1533	Valid
	Y.2	0,861	0,1533	Valid
	Y.3	0,846	0,1533	Valid
	Y.4	0,872	0,1533	Valid

Source: Processed data, 2025

Based on Table 1, all measured indicators reflect a calculated result of $r_{value} > r_{table}$ of 0.1533 at a significance level 5%. This shows that all indicators in this study are declared valid.

Reliability Test

Table 2 Reliability Test

Variables	Cronbach's Alpha Value	Cronbach's Minimum Value	Information
Brand Ambassador (X1)	0,857	0,60	Reliabel
Content Marketing (X2)	0,901	0,60	Reliabel
Interaksi Konsumen (Y)	0,865	0,60	Reliabel

Source: Processed data, 2025

Referring to Table 2, the Cronbach's Alpha value exceeds 0.60, showing that each variable study can be considered reliable.

Normality Test

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		164
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.26699222
Most Extreme Differences	Absolute	.055
	Positive	.044
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed data, 2025

Table 3, significance value Kolmogorov-Smirnov test 0.200 > 0.05. Thus, the findings indicate that the data in this research do not deviate from the normal curve.

Multicollinearity Test

Table 4 Multicollinearity Test

Variables	Collinearity Statistic	
	Tolerance	VIF
Brand Ambassador (X1)	0,213	4.697
Content Marketing (X2)	0,213	4.697

Source: Processed data, 2025

Based on table 4, the tolerance value is > 0.10 and VIF < 10, where the tolerance value is 0.213 and VIF is 4.697, it can be concluded that the two independent variables do not show symptoms of multicollinearity.

Autocorrelation Test**Table 5 Autocorrelation Test**

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 ^a	.840	.838	1.27484	2.023
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Source: Processed data, 2025

The autocorrelation statistic reported in Table 5 shows that 2.023. Based on the Durbin Watson decision-making provisions, it is known that $N = 164$ then $du < d < 4-du$ or $1.7693 < 2.023 < 2.2307$. The absence of autocorrelation in the model can be confirmed.

Heteroscedasticity Test**Table 6 Heteroscedasticity Test**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.359	.324		4.199	.000
	Brand Ambassador	-.040	.039	-.171	-1.003	.317
	Content Marketing	.014	.026	.090	.527	.599
a. Dependent Variable: RES_2						

Source: Processed data, 2025

As presented table 6, the statistical significance of all independent variables are above 0.05. Therefore, findings indicate the absence of heteroscedasticity in the research model.

Multiple Linear Regression Test**Table 7 Multiple Linear Regression Test**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.823	.573		1.437	.153
	Brand Ambassador	.255	.070	.249	3.644	.000
	Content Marketing	.469	.047	.688	10.064	.000
a. Dependent Variable: Interaksi Konsumen						

Source: Processed data, 2025

$$Y = a + b_1.X_1 + b_2.X_2 + e$$

$$= 0.823 + 0.255 X_1 + 0.469 X_2 + 0.573$$

- a. The constant value (a) of 0.823 means that the value of the Consumer Interaction (Y) is 0.823 with the assumption that Brand Ambassador (X1) and Content Marketing (X2) are constant.

- b. Brand Ambassador (X1) has a regression coefficient of 0.255, showing a positive relationship with the dependent variable. This shows that if there is an increase in Brand Ambassador (X1), then Consumer Interaction (Y) will also increase.
- c. The coefficient value for the Content Marketing variable (X2) is 0.469 and has a positive regression coefficient. This implies that for every rise in the Content Marketing variable (X2), Consumer Interaction (Y) also increases.
- d. The standard error of 0.573 shows that the data obtained only had a deviation of 0.573.

Coefficient of Determination

Table 8 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.840	.838	1.27484

a. Predictors: (Constant), Content Marketing, Brand Ambassador

Source: Processed data, 2025

Based on table 8, R square value 0.840 suggests Brand Ambassador (X1) and Content Marketing (X2) simultaneously on Consumer Interaction (Y) 84% while the remaining 16% results from influences of other variables excluded from this study.

F Test

Table 9 F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1371.140	2	685.570	421.835	.000 ^b
	Residual	261.659	161	1.625		
	Total	1632.799	163			

a. Dependent Variable: Consumer Interaction
 b. Predictors: (Constant), Content Marketing, Brand Ambassador

Source: Processed data, 2025

Table 9 reveals an F-statistic of 421.835, which surpasses the F-table threshold of 3.05, H0 is not supported by the data, while H1 is accepted and is concluded that Brand Ambassador (X1) and Content Marketing (X2) contribute significantly to Consumer Interaction (Y).

t-test

Table 10 t-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.823	.573		1.437	.153
	Brand Ambassador	.255	.070	.249	3.644	.000
	Content Marketing	.469	.047	.688	10.064	.000

a. Dependent Variable: Interaksi Konsumen

Source: Processed data, 2025

Based table 10, the computed t-value surpasses the critical t-value. Showing that Brand Ambassador (X1), Content Marketing (X2) have a positive and significant effect on Consumer Interaction (Y). Here is the explanation:

- a. T-value for the Brand Ambassador variable (X1) is 3.462, while the threshold t-value for a 5% significance level is 1.972. Since the t-count is higher than the t-table threshold ($3.462 > 1.972$), H_0 is rejected and H_1 is accepted. Indicates Brand Ambassador variable has a positive and significant partial effect on Consumer Interaction (Y).
- b. The t-statistic for the Content Marketing variable (X2) is 10.064, compared to the t-table value of 1.975 at a 5% significance level. As t-value is greater than the critical value ($10.064 > 1.975$), evidence leads to rejecting H_0 in favor of H_1 . Therefore, can concluded Content Marketing also has a positive and significant partial influence on Consumer Interaction (Y).

DISCUSSION

The Influence of Brand Ambassador and Content Marketing on Consumer Interaction

The research findings indicate that brand ambassador and content marketing jointly exert a significant impact on consumer interaction among Gen Z, as indicated evidenced by the p-value ($0.000 < 0.05$) and the F-count of 421.835 being greater than the F-table value of 3.05, thus H_1 is accepted. This suggests that through brand ambassadors and content marketing, lasting impressions are created in the minds of consumers, which encourage interactions between the consumers and the brand.

The Influence of Brand Ambassador on Consumer Interaction

Brand ambassador shows a significant and positive partial impact, regression coefficient 0.255 and t-value (3.644) greater than the t-table threshold (1.975). A brand ambassador helps shape a positive brand image, increases awareness, and builds consumer loyalty. The presence of a brand ambassador who aligns with the product's characteristics—such as having a dynamic lifestyle, being trend-conscious, and enjoying the spicy flavors of Korean cuisine—can strengthen positive perceptions of Mie Sedaap Korean Spicy Chicken. Such results align with the findings of (Putra et al., 2023) titled "The Influence of Brand Ambassador, Product Image, Taste, and Price on the Purchase Decision of Mie Sedaap Korean Spicy," which found that brand ambassador partially has a positive effect on purchasing decisions.

The Influence of Content Marketing on Consumer Interaction

The research also reveals that content marketing has a significant partial influence, as indicated by a t-value of $10.064 > t$ -table of 1.975 and a regression coefficient of 0.689. Through content marketing, a brand can capture audience attention by delivering information in a practical, easy-to-understand manner that aligns with consumer needs. This finding is consistent with the study by (Renaldy, 2024), titled "The Influence of Brand Ambassador and Content Marketing on the Purchase Decision of Jiniso Brand on the TikTok Platform," which identified content marketing as a key factor affecting consumers' purchasing choices.

CONCLUSION

The outcomes derived from the analysis and hypothesis testing process indicate Brand Ambassador and Content Marketing simultaneously have significant influence on consumer interaction among Gen Z toward Mie Sedaap Korean Spicy Chicken in Surabaya. This indicates that the combination of using a well-known and credible public figure with a strategy of delivering relevant, informative, and engaging content can strengthen the bond between consumers and the brand. Consumers perceive the product as worthy of consideration and show active involvement, whether through purchases, reviews, or social media engagement.

Partially, both Brand Ambassador and Content Marketing independently have a positive and significant impact consumer interaction. The brand ambassador helps shape consumer perception and builds a positive brand image, while content marketing reinforces this perception through easily accessible and appealing information. Therefore, companies aiming to enhance interaction with Gen Z a critical and digitally savvy target market should strategically integrate both approaches to foster sustainable relationships and brand loyalty.

LIMITATION

This study faced several limitations that should be acknowledged. One of the main challenges was the data collection process, which was conducted online through a questionnaire, making it difficult for the researcher to ensure that respondents fully understood and accurately answered each question. Additionally, limited time and access to respondents across various areas in Surabaya also posed obstacles in obtaining data that is truly representative. These limitations may have affected the accuracy and the integrity of the research data collected.

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