

ABSTRACT

The rapid growth of the instant noodle industry in Indonesia, along with technological advances and globalization, has led to fierce competition between brands to attract consumers, and has influenced current consumer behavior patterns, with consumers becoming increasingly selective in their purchasing decisions. Wings Food, through Mie Sedaap, is responding by continuously innovating its products and implementing adaptive marketing strategies in collaboration with brand ambassadors to promote its products. This study aims to determine the influence of brand ambassador, product quality, and online customer reviews on purchasing decisions for Mie Sedaap Goreng ala Chef Devina.

The method used in this study is quantitative with descriptive and causal research types. The sampling technique used was non-probability sampling through a purposive sampling approach. The sample size was obtained using Cochran's formula, resulting in 385 respondents. Data collection was conducted through the distribution of online questionnaires and analyzed using IBM SPSS Statistics software version 27. The data was processed using various analytical techniques, such as descriptive analysis and multiple linear regression.

Based on the results of the study, it was found that brand ambassadors, product quality, and online customer reviews have a positive and significant effect on purchasing decisions, both partially and simultaneously. The Adjusted R Square value of 0.846 indicates that 84.6% of purchasing decisions are influenced by these three variables. Meanwhile, the remaining 15.4% was influenced by other factors that were not examined in this study.

Keywords: *Brand Ambassador, Product Quality, Online Customer Reviews, Purchase Decision*