

ABSTRACT

This study aims to analyze the influence of Brand Ambassador, Electronic Word of Mouth (E-WOM), and Price Perception on the Purchase Decision of Lemonilo Noodles among Diponegoro University students in Semarang. This research uses a quantitative explanatory approach with a survey method. The sample consists of 150 active Diponegoro University students in Semarang who use social media and have consumed Lemonilo Noodles within the last six months. Data were collected through an online questionnaire using a 7-point Likert scale and analyzed using Multiple Linear Regression.

The results show that Brand Ambassador, E-WOM, and Price Perception each have a positive and significant effect on purchase decisions. Simultaneously, the three variables also significantly influence purchase decisions. Among them, E-WOM is the most dominant variable in affecting purchase decisions. The coefficient of determination (R^2) of 0.851 indicates that 85.1% of the variation in purchase decisions can be explained by the three independent variables. These findings suggest that digital reviews, relevant brand ambassadors, and appropriate price perception play an important role in encouraging the purchase of Lemonilo Noodles among university students.

Keywords: *Brand Ambassador, Electronic Word of Mouth, Price Perception, Purchase Decision, Lemonilo Noodle*