

ABSTRAK

PENGARUH ULASAN KONSUMEN DAN *BRAND AMBASSADOR* TIMNAS INDONESIA TERHADAP NIAT BELI PADA PRODUK LE MINERALE

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Persaingan industri air minum dalam kemasan (AMDK) di Indonesia semakin meningkat seiring dengan berkembangnya teknologi informasi dan perubahan perilaku konsumen dalam mencari referensi produk. Konsumen saat ini cenderung mempertimbangkan ulasan konsumen serta pengaruh figur publik sebelum melakukan pembelian. Le Minerale sebagai salah satu merek AMDK di Indonesia memanfaatkan strategi pemasaran melalui ulasan konsumen dan kerja sama dengan Tim Nasional Indonesia sebagai *Brand Ambassador* untuk meningkatkan niat beli konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh ulasan konsumen dan *Brand Ambassador* Timnas Indonesia terhadap niat beli produk Le Minerale. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 120 responden menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linier berganda dan pengujian hipotesis secara parsial (uji t) dan simultan (uji F). Hasil penelitian menunjukkan bahwa ulasan konsumen berpengaruh positif dan signifikan terhadap niat beli produk Le Minerale. *Brand Ambassador* Timnas Indonesia juga berpengaruh positif dan signifikan terhadap niat beli produk Le Minerale. Secara simultan, ulasan konsumen dan *Brand Ambassador* Timnas Indonesia berpengaruh signifikan terhadap niat beli produk Le Minerale.

Kata Kunci: Ulasan Konsumen, *Brand Ambassador*, Niat Beli, Le Minerale

ABSTRACT

THE INFLUENCE OF CONSUMER REVIEWS AND THE INDONESIAN NATIONAL TEAM AS BRAND AMBASSADOR ON PURCHASE INTENTION OF LE MINERALE PRODUCTS

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Competition in the bottled drinking water industry in Indonesia is increasing along with the development of information technology and changes in consumer behavior in searching for product references. Consumers currently tend to consider consumer reviews and the influence of public figures before making a purchase. Le Minerale, as one of the bottled drinking water brands in Indonesia, utilizes marketing strategies through consumer reviews and collaboration with the Indonesian National Team as a Brand Ambassador to increase consumer purchase intention. This study aims to determine the influence of consumer reviews and the Indonesian National Team as Brand Ambassador on purchase intention of Le Minerale products. This research uses a quantitative approach with data collection techniques through questionnaires distributed to 120 respondents using a non-probability sampling method with purposive sampling technique. Data analysis was conducted using multiple linear regression and hypothesis testing partially (t-test) and simultaneously (F-test). The results show that consumer reviews have a positive and significant influence on purchase intention of Le Minerale products. The Indonesian National Team as Brand Ambassador also has a positive and significant influence on purchase intention of Le Minerale products. Simultaneously, consumer reviews and the Indonesian National Team as Brand Ambassador have a significant influence on purchase intention of Le Minerale products.

Keywords: *Consumer Reviews, Brand Ambassador, Purchase Intention, Le Minerale*