PROCEEDINGS THE 5th INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS, AND MANAGEMENT RESEARCH (ICEBMR)
"Digital Economy, Human Dignity, and Inclusive Transformation in Asia"
https://econference.usd.ac.id/index.php/ICEBMR | ISSN: 3032-596X | Vol 5, 2026

THE EFFECT OF BRAND AMBASSADOR AND BRAND IMAGE ON THE PURCHASE DECISION OF LE MINERALE MEDIATED BY PURCHASE INTENTION

Gede Satya Mas Gautama[1], Fransisca Desiana Pranatasari [2], Rubiyatno[3]
[1,2,3]Universitas Sanata Dharma Yogyakarta
[1]gedesatyaa@gmail.com, [2]fr.desiana@gmail.com [3]rubi@usd.ac.id,
DOI: https://doi.org/10.24071/icebmr.v5i1.354

Abstract
This study aims to: 1) determine the effect of brand ambassador on the purchase decision of Le Minerale; 2) determine the effect of brand image on the purchase decision of Le Minerale; 3) determine the effect of brand ambassador on purchase decision as mediated by purchase intention toward Le Minerale; and 4) determine the effect of brand image on purchase decision as mediated by purchase intention toward Le Minerale. A quantitative approach with a explanatory research design. Data were collected through an online questionnaire distributed to 116 respondents belonging to Generation Z in the Special Region of Yogyakarta who were familiar with Le Minerale and followed the development of the Indonesian national football team. Data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS 4.0 application. The results indicate that: 1) brand ambassador has no effect on the purchase decision of Le Minerale; 2) brand image has no effect on the purchase decision of Le Minerale; 3) purchase intention fully mediates the effect of brand ambassador on the purchase decision of Le Minerale; and 4) purchase intention fully mediates the effect of brand image on the purchase decision of Le Minerale.
Keywords: *Brand Ambassador, Brand Image, Generation Z, Purchase Decision, Purchase Intention.*

1. Introduction

In the current era, most people have become increasingly aware of the importance of consuming mineral water. Given the large number of mineral water products available in Indonesia, consumers must weigh the relative advantages of the products they choose. The National Packaged Beverage Producers Association (Asparminas) has reported that the packaged drinking water (AMDK) industry in Indonesia is projected to grow by up to 10% in 2025, driven by rising post-pandemic health awareness and concern over tap water quality. This trend is reflected in bottled-segment AMDK sales, which reached IDR 13.3 trillion based on industry data for the 2021–2022 period (Aulia, 2025).

Competition among brands has intensified through the use of brand ambassadors and the strengthening of brand image to influence consumer purchase intention and purchase decisions. Without a thorough understanding of the mediating role of purchase intention within this model, companies risk losing market share amid increasingly intense competition in the AMDK industry. This study is therefore necessary at present, in order to provide strategic, data-driven recommendations that can support the sustainability of the national industry before market trends shift further.

Le Minerale was selected as the object of this study because of its position as a local brand that has captured a significant share of the market, particularly among young consumers from Generation Z. Generation Z is currently both a pioneer and a symbol of the healthy-lifestyle movement, making product preference a crucial consideration for this generation. Amid the continuing dominance of Aqua, Le Minerale has continued to record sales growth, aided by its distinctive positioning, "Yang Ada Manis-Manisnya" ("With a Hint of Sweetness"), which emphasizes the natural taste of its mineral water and its commitment to sustainability through recycled packaging.

Le Minerale differentiates itself through strategic collaborations with players from the

Indonesian national football team as brand ambassadors, such as Nathan Tjoe-A-On and Rizky Ridho, generating viral campaigns such as "Real Ada Manis-Manisnya" and special-edition packaging that make the brand more relatable to young, nationalist (Generation Z) consumers in Indonesia. These strategic initiatives have produced positive outcomes, positioning Le Minerale as the leading product choice among Generation Z. The brand received a Gold award at the 2025 Marketeers Choice Award in the AMDK sector, an award based on an online survey conducted between April and June 2025 involving 1,183 university students from 44 universities. Le Minerale led with 31% of the votes, followed by Aqua (24%), Nestlé Pure Life (21%), Cleo (16%), and Pristine (8%) (Marketeers, 2025).

Companies must communicate their products effectively and to the right target audience so that their products remain top of mind for consumers. To this end, companies need to build a strong brand, as a strong brand enables accurate positioning of the product in consumers' minds (Fatmaningrum & Fadhilah, 2020). According to Kotler and Armstrong (2012, as cited in Fatmaningrum & Fadhilah, 2020), brand image refers to the feelings and thoughts that arise once consumers have seen or heard about a brand. A favorable consumer perception of a product tends to encourage purchase, and a product viewed positively by consumers becomes the foundation for a positive brand image; brand image can therefore be understood as consumers' evaluation of a product. Based on Top Brand Index data, Le Minerale's share within the packaged drinking water (AMDK) category rose between 2020 and 2021 (initial data first appeared in 2020 at 6.10%, serving as the post-launch baseline following the brand's 2017 introduction, with fluctuation thereafter); however, in 2021 it experienced a marked decline of 1.5 percentage points, falling to 4.60%. Between 2021 and 2022 it rose by 7.9 percentage points to 12.50%. Between 2022 and 2023 it rose again by 2 percentage points to 14.50%. Between 2023 and 2024 it continued to increase by 4.3 percentage points to 18.80%, with a 2025 projection of 23.20% driven by the brand's sustained strategy.

The Top Brand Index is measured using three parameters: first, top-of-mind awareness, based on the brand first mentioned by a respondent when a product category is named; second, last used, based on the brand most recently consumed by a respondent within one repurchase cycle; and third, future intention, based on the brand a respondent intends to consume in the future (Top Brand Award, 2024).

Brand ambassadors particularly players from the Indonesian national football team, help strengthen Le Minerale's brand image through associations with nationalism and pride, which in turn increase consumer purchase intention as a mediator prior to the final purchase decision. A positive brand image, built on perceptions of natural mineral quality and sustainability, is interrelated with brand ambassadors in generating positive emotion, such that purchase intention functions as a bridge strengthening this relationship by moving consumers from initial interest toward an actual purchase. The research questions formulated for this study are as follows:

1. Does brand ambassador affect the purchase decision of Le Minerale?
2. Does brand image affect the purchase decision of Le Minerale?
3. Does brand ambassador affect the purchase decision of Le Minerale as mediated by purchase intention?
4. Does brand image affect the purchase decision of Le Minerale as mediated by purchase intention?

The main objective of this study is to empirically analyze the effect of brand ambassador and brand image on the purchase decision of Le Minerale as mediated by purchase intention, using a quantitative method, namely Structural Equation Modeling (SEM). This study seeks to address a gap in the literature by adapting this model to the context of Indonesia's packaged drinking water (AMDK) industry, specifically for the Le Minerale brand, which leverages elements of nationalism through brand ambassadors drawn from the Indonesian national football team an aspect that has not previously been explored in depth.

Previous studies have examined the relationship between brand ambassador and brand image on purchase intention, and the subsequent effect on purchase decision. Purwati and Cahyanti, (2022), studying the Scarlett product, found that brand ambassador had no significant effect on purchase intention but had a positive effect on purchase decision, whereas brand image had a positive effect on purchase intention but no direct significant effect on purchase decision. In contrast, Salsabiela et al., (2022) found that brand ambassador had a positive and significant effect on purchase intention, that brand awareness positively affected both purchase intention and purchase decision, and that purchase intention positively affected purchase decision. However, the direct effect of brand ambassador on purchase decision was found to be insignificant, indicating a weak relationship. Purchase intention was also found to fully mediate the effect of brand ambassador on purchase decision, and to partially mediate the effect of brand awareness on purchase decision.

Previous studies did not account for the element of nationalism embodied in brand ambassadors such as national football players, nor for the specific phenomenon of a local brand such as Le Minerale experiencing a sales surge from viral, post-pandemic campaigns. The novelty of the present study therefore lies in its integration of the emotional factor of nationalism into the brand ambassador construct. Nationalism, expressed through collaboration with national football athletes who went viral on social media generating thousands of interactions through the "Real Ada Manis-Manisnya" campaign offers a unique perspective on young consumer behavior amid competition between local and international brands.

2. Literature Review

2.1 Consumer Behavior

Marketing is the process of communicating a good or service needed or wanted by consumers so as to create a mutually beneficial relationship Kotler et al., (2022). This process concerns the relationship between a company and its customers, building a harmonious relationship through the value delivered to them. Consumer behavior, within marketing, focuses on how individuals, groups, and organizations select, use, or discontinue the use of goods and services in order to satisfy their needs and wants. Marketing can thus be understood as the pursuit of new customers by offering superior value, while retaining and growing existing customers by satisfying their needs (Kotler et al., 2022).

2.2 Brand Ambassador

According to Lea Greenwood 2003, Salsabiela et al., (2022) , a brand ambassador is one of the efforts undertaken by business actors to promote a product through the use of a cultural icon or identity, functioning as a communication channel between the company and the public to introduce and expand sales. According to Savitri 2012 Salsabiela et al., (2022), brand ambassador is measured through the following indicators:

1. How well-known the brand ambassador is among the target audience (reputation)
2. The attractiveness of the brand ambassador
3. Consumer trust in the brand ambassador's expertise
4. The brand ambassador's ability to influence consumers (power)

2.3 Brand Image

According to Kotler et al., (2022), brand image refers to the perceptions and beliefs held by consumers, reflected in the associations stored in consumers' memory. Brand image is shaped by a range of associations linked to the brand, including thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes. Every company seeks to build a brand image with associations that are as strong, favorable, and unique as possible, since this reflects how consumers perceive and evaluate the brand relative to its market competitors.

2.4 Purchase Intention

According to Kotler et al., (2022), within the consumer decision-making process, purchase intention is formed once consumers have developed a preference among the brands within their consideration set. This intention may be expressed through sub-decisions such as brand choice, retailer choice, quantity, timing of purchase, and payment method. However, purchase intention is not an absolute predictor of actual purchasing behavior, as intervening factors may alter this intention before it translates into an actual purchase decision.

2.5 Purchase Decision

Purchase decision refers to the consumer's action of forming a set of brand references, narrowing them to a single choice, and purchasing the product that is most needed or desired (Kotler et al., 2022). According to Purwati and Cahyanti, (2022), purchase decision can be measured through several dimensions: product choice, brand choice, retailer choice, purchase timing, and purchase quantity. Consistent with this definition, the payment-method dimension is excluded from the present study, as it is transactional and operational in nature and is not part of the core process of forming brand preference and choice.

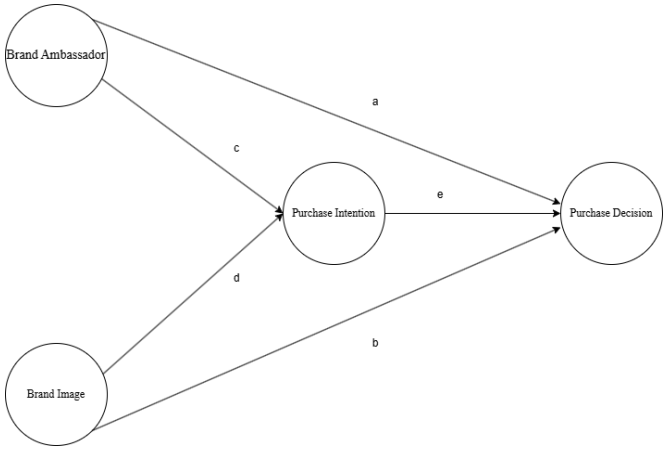


Figure 1. Research Model

H1(a): Brand ambassador affects purchase decision.
H2(b): Brand image affects purchase decision.
H3(c-e): Brand ambassador affects purchase decision through purchase intention.
H4(d-e): Brand image affects purchase decision through purchase intention.

3. Research Methods

This study employs a quantitative research design using a survey approach. The research procedure was carried out in three stages: a literature review, the formulation of methodology and measurement, and validation of the findings. Primary data, sourced from respondents' answers to a distributed questionnaire, were collected, processed, and interpreted. Because the exact size of the population was unknown, the sample size was determined using the Cochran formula with a 10% sampling error, yielding a minimum required sample of 96 respondents. A total of 116 respondents were obtained, satisfying the minimum sample size required by the Cochran formula. Each respondent met the following criteria: residing in Yogyakarta, belonging to Generation Z, following the development of the Indonesian national football team, and being familiar with Le Minerale.

Table 1. Operational Definitions and Indicators

Variable	Operational Definition	Indicators
Brand ambassador	Brand ambassador refers to the activity of promoting a product using the cultural icon and identity of players from the Indonesian national football team, functioning as a communication channel between the	1. Reputation among the target audience 2. Attractiveness 3. Consumer trust 4. Ability to influence consumers

Variable	Operational Definition	Indicators
	company and consumers to introduce and expand sales.	(Salsabiela et al., 2022)
Brand image	Brand image is the consumer's perception of the Le Minerale brand, stored in memory based on the attributes, experiences, and benefits associated with the product.	1. Strength 2. Uniqueness 3. Favorability (Purwati & Cahyanti, 2022)
Purchase intention	Purchase intention is the consumer's interest in purchasing Le Minerale, shaped by perception, motivation, and evaluation.	1. Exploratory interest 2. Referential interest 3. Preferential interest 4. Transactional interest (Salsabiela et al., 2022)
Purchase decision	Purchase decision is the consumer's action of forming a set of brand references narrowed into a choice, and purchasing a Le Minerale product.	1. Product choice 2. Brand choice 3. Retailer choice 4. Purchase timing 5. Purchase quantity (Purwati & Cahyanti, 2022)

Source: primary data processed, 2025

The questionnaire was designed to measure brand ambassador and brand image in relation to purchase decision, with purchase intention as a mediating variable. The first section screened respondent characteristics, including domicile, generation, familiarity with the development of the Indonesian national football team, and familiarity with Le Minerale. The second section contained statements representing each variable, measured using a five-point Likert scale.

The sampling method used was non-probability sampling, chosen because the exact size of the study population was unknown. The specific technique employed was purposive sampling, selected because the study sample needed to satisfy particular criteria, meaning that not every member of the population had an equal chance of being selected. The data analysis technique used in this study was Partial Least Squares Path Modeling (PLS-SEM), an analytical technique used to examine the relationships among latent constructs by testing whether an effect exists between them (Hair et al., 2019). The analysis was carried out using PLS-SEM, fulfilling the criteria for validity and reliability as evidence of a sound measurement model (Hair et al., 2019). Construct validity requires a factor loading value greater than 0.5. Convergent validity requires an Average Variance Extracted (AVE) value greater than 0.5, with factor loadings ideally exceeding 0.7. Discriminant validity is assessed by comparing the square root of each construct's AVE against its correlations with other variables. Reliability is assessed through composite reliability values, which should ideally exceed 0.7. Following evaluation of the measurement model, the structural model was evaluated using the coefficient of determination (R^2), the relative effect size (f^2), and the path coefficients. Hypothesis testing was conducted by examining the p-value, which represents the probability of error in assuming a given path coefficient. Mediation hypotheses were tested by comparing the direct and indirect effects (Hair et al., 2019).

3.1 Measurement Model Testing (Outer Model)

Measurement model (outer model) testing in this study comprised tests of validity and reliability. Convergent validity and discriminant validity were the two validity tests employed. Convergent validity is considered satisfied when the outer loading value exceeds 0.7 and the Average Variance Extracted (AVE) value exceeds 0.5 (Hair et al., 2019).

Table 2. Loading Factor Values

No.	Statement	Loading Factor	Status
1	BA1	0.833	Valid
2	BA2	0.815	Valid
3	BA3	0.804	Valid

No.	Statement	Loading Factor	Status
4	BA4	0.807	Valid
5	BI1	0.818	Valid
6	BI2	0.803	Valid
7	BI3	0.819	Valid
8	BI4	0.828	Valid
9	BI5	0.844	Valid
10	BI6	0.849	Valid
11	PI1	0.734	Valid
12	PI2	0.834	Valid
13	PI3	0.777	Valid
14	PI4	0.855	Valid
15	PD1	0.838	Valid
16	PD2	0.783	Valid
17	PD3	0.788	Valid
18	PD4	0.788	Valid
19	PD5	0.847	Valid

Source: primary data processed (2026)

Referring to Table 2, every indicator for each variable is considered valid, as the loading factor for each statement item exceeds 0.7. This indicates that all statement items adequately represent their respective latent constructs, so no item needs to be eliminated.

Table 3. Average Variance Extracted (AVE) Values

No.	Variable	AVE	Status
1	Brand Ambassador	0.663	Valid
2	Brand Image	0.684	Valid
3	Purchase Intention	0.655	Valid
4	Purchase Decision	0.643	Valid

Source: primary data processed (2026)

Referring to Table 3, the Average Variance Extracted (AVE) value for every variable is considered valid, as each exceeds 0.5. This indicates that more than 50% of the variance in the indicators of each variable can be explained by its respective latent construct.

Table 4. HTMT Values

	BA	BI	PD	PI
BA				
BI	0.637			
PD	0.634	0.637		
PI	0.832	0.759	0.872	

Source: primary data processed (2026)

Referring to Table 4, all HTMT values fall below the predetermined threshold of 0.90, so all values are considered valid, indicating that the correlation between heterotrait indicators differs from that of monotrait constructs.

Table 5. Fornell-Larcker Criterion Values

	BA	BI	PD	PI
BA	0.814			
BI	0.598	0.827		
PD	0.544	0.571	0.809	
PI	0.685	0.665	0.745	0.802

Source: primary data processed (2026)

Referring to Table 5, the square root of AVE for every construct exceeds its correlation with the other latent variables, so all values are considered valid. This indicates that each construct explains its own indicators more strongly than it correlates with the other constructs.

Table 6. Cross-Loading Values

Indicator	BA (X1)	BI (X2)	PD (Y)	PI (Z)
X1.1	0.833	0.473	0.396	0.523
X1.2	0.815	0.442	0.516	0.559
X1.3	0.804	0.491	0.430	0.576
X1.4	0.807	0.543	0.420	0.569
X2.1	0.466	0.818	0.506	0.528
X2.2	0.454	0.803	0.400	0.454
X2.3	0.474	0.819	0.457	0.528
X2.4	0.479	0.828	0.477	0.590
X2.5	0.524	0.844	0.512	0.623
X2.6	0.562	0.849	0.469	0.551
Y1.1	0.463	0.434	0.734	0.608
Y1.2	0.434	0.469	0.834	0.583
Y1.3	0.365	0.398	0.777	0.531
Y1.4	0.460	0.459	0.855	0.612
Y1.5	0.465	0.535	0.838	0.663
Z1.1	0.526	0.469	0.480	0.783
Z1.2	0.606	0.482	0.550	0.788
Z1.3	0.523	0.515	0.631	0.788
Z1.4	0.546	0.645	0.701	0.847

Source: primary data processed

Referring to Table 6, each indicator's loading on its own construct exceeds its cross-loading on other constructs, indicating that each indicator item aligns more closely with its intended variable than with the others.

Table 7. Cronbach's Alpha and Composite Reliability Values

No.	Variable	Cronbach's Alpha	Composite Reliability	Status
1	BA	0.831	0.832	Reliable
2	BI	0.908	0.928	Reliable
3	PD	0.867	0.904	Reliable
4	PI	0.815	0.878	Reliable

Source: primary data processed (2026)

Referring to Table 7, each of the four variables has a Cronbach's Alpha and Composite

Reliability value exceeding 0.7, indicating that the relationships among the statement items (indicators) are consistent.

3.2 Structural Model Testing (Inner Model)

Evaluation of the inner model is conducted by examining the R-Square (R^2) value, also known as the coefficient of determination, where changes in R-Square are used to determine the proportion of variance in the dependent variable that can be predicted or explained by the independent variable (Rahadi, 2023). The R-Square (R^2) results used to assess the effect between the independent and dependent variables are presented below:

Table 8. R-Square (R^2) Values

No.	Variable	R^2
1	Purchase Intention	0.570
2	Purchase Decision	0.565

Source: primary data processed (2026)

Referring to Table 8, the R^2 value for purchase intention, as influenced by brand ambassador and brand image, is 0.570, or 57%, while the remaining 43% is explained by variables outside this research model. In addition, purchase decision is influenced by brand ambassador and brand image at 0.565, or 56.5%, while the remaining 43.5% is explained by variables outside this research model.

4. Research Findings and Discussion

4.1 Sample Screening Characteristics

The screening criteria for this study were Generation Z respondents residing in Yogyakarta who were familiar with Le Minerale and followed the development of the Indonesian national football team. A total of 116 respondents participated, with characteristics presented in the following table:

Table 9. Respondent Characteristics

Criterion	Category	n	Percentage (%)
Domicile	Yogyakarta	116	100%
Generation	Generation Z	116	100%
Follows Indonesian national football team	Yes	116	100%
Familiar with Le Minerale	Yes	116	100%

Source: primary data processed (2026)

Referring to Table 9, of the 116 respondents sampled, 100% resided in Yogyakarta, 100% belonged to Generation Z, 100% followed the development of the Indonesian national football team, and 100% were familiar with Le Minerale.

4.2 Hypothesis Testing

Inner model testing was carried out through the interpretation of the R^2 value. R-Square (R^2) can be used as a measure of the degree of variation between independent and dependent variables (Fridayani & Kusuma, 2023). The results of the direct- and indirect-effect path analyses are presented in the following tables:

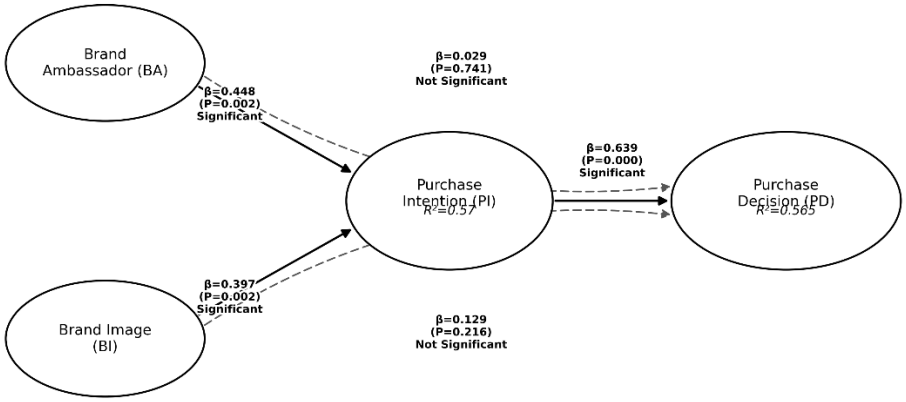


Figure 2. Testing the Indirect Effect With SmartPLS 4.0

Table 10. Direct Effects

No.	Hypothesis	Path Coefficient	P-value	Result
1	BA → PD	0.029	0.741	Not significant
2	BA → PI	0,448	0,002	Significant
3	BI → PD	0.129	0.216	Not significant
4	BI → PI	0,397	0,002	Significant
5	PI → PD	0,639	0,000	Significant

Source: primary data processed (2026)

Table 11. Indirect (Mediated) Effects

No.	Hypothesis	Path Coefficient	P-value	Result
1	BA → PI → PD	0.286	0.003	Significant
2	BI → PI → PD	0.254	0.001	Significant

Source: primary data processed (2026)

Mediation hypothesis testing was used to examine the extent to which variable Y is influenced by variable X through a mediator. According to Fridayani and Kusuma, (2023), this requires a systematic sequence of analytical decision-making steps: complementary (partial) mediation occurs when both the indirect and direct effects are significant and in the same direction; competitive mediation (suppressor effect) occurs when both are significant but in opposite directions; indirect-only mediation (full mediation) occurs when the indirect effect is significant while the direct effect is not; direct-only mediation (no mediation) occurs when the indirect effect is not significant while the direct effect is; and no effect (no mediation) occurs when neither the indirect nor the direct effect is significant.

4.2.1 Brand Ambassador Has No Effect on the Purchase Decision of Le Minerale

A brand ambassador functions as a communication channel between a company and the public, introducing and expanding product sales. The results of this study show that brand ambassador has no effect on purchase decision: the attractiveness, or lack thereof, of the brand ambassador does not directly shape consumer confidence in the decision to purchase Le Minerale. This finding is consistent with Yunita and Risdwiyanto, (2024), who likewise found that brand ambassador has no effect on purchase decision. It contrasts, however, with Purwati and Cahyanti, (2022) and Hariyanto and Wijaya, (2022), both of whom found that brand ambassador significantly influences purchase decision. This result suggests that the attractiveness of a brand ambassador used in product promotion does not, on its own, convince consumers to decide to purchase Le Minerale.

4.2.2 Brand Image Has No Effect on the Purchase Decision of Le Minerale

Brand image is formed through a range of associations thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes connected to the Le Minerale brand. The results of this study show that brand image has no effect on purchase decision: whether the brand image is favorable or unfavorable does not directly shape consumer confidence in the decision to purchase Le Minerale. This finding is consistent with Purwati and Cahyanti, (2022), who found that brand image has no significant effect on purchase decision. It contrasts, however, with Ustadriatul Mukarromah et al., (2022), who found that brand image has a positive and significant effect on purchase decision, and Fatmaningrum and Fadhilah, (2020), who likewise found that brand image affects purchase decision. It can therefore be concluded that, in this study, the quality of Le Minerale's brand image does not directly shape consumer confidence in the purchase decision.

4.2.3 Purchase Intention Fully Mediates the Effect of Brand Ambassador on the Purchase Decision of Le Minerale

The results of this study show that purchase intention fully mediates the effect of brand ambassador on purchase decision. Although brand ambassador does not directly affect purchase decision, purchase intention serves as an important mediating factor that channels the effect of brand ambassador toward purchase decision (full mediation). In this study, the attractiveness of the brand ambassador particularly players from the Indonesian national football team builds consumer confidence in the purchase decision only through purchase intention. This finding contrasts with Purwati and Cahyanti, (2022), who found that purchase intention does not mediate the effect of brand ambassador on purchase decision, but is consistent with Salsabiela et al., (2022), who found that purchase intention does mediate this relationship. This finding indicates that a brand ambassador who suits Le Minerale well can increase purchase intention, thereby making consumers more confident in deciding to purchase the product.

4.2.4 Purchase Intention Fully Mediates the Effect of Brand Image on the Purchase Decision of Le Minerale

The results of this study show that purchase intention fully mediates the effect of brand image on the purchase decision of Le Minerale. Although brand image does not directly affect purchase decision, purchase intention serves as an important mediating factor that channels the effect of brand image toward purchase decision (full mediation). In this study, whether the brand image is favorable or unfavorable builds consumer confidence in the purchase decision only through purchase intention. This finding is consistent with Purwati and Cahyanti, (2022), who found that purchase intention mediates the effect of brand image on purchase decision. This finding indicates that a favorable brand image of Le Minerale can increase purchase intention, thereby making consumers more confident in deciding to purchase the product.

5. Conclusion

Based on the results of the analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), this study shows that brand ambassador and brand image do not have a direct effect on the purchase decision of Le Minerale, as evidenced by path coefficients of 0.029 (p-value = 0.741) and 0.129 (p-value = 0.216), respectively, both of which exceed the 0.05 significance threshold. However, when tested through purchase intention as a mediating variable, both variables were found to have a significant effect on purchase decision, with indirect effects of 0.286 (p-value = 0.003) for brand ambassador and 0.254 (p-value = 0.001) for brand image, confirming that purchase intention acts as a full mediator in both relationships. These findings indicate that the attractiveness of the brand ambassador and the quality of Le Minerale's brand image become effective in driving consumer purchase decisions only once they have first generated purchase intention, making purchase intention the key link bridging Le Minerale's marketing strategy with consumers' actual purchase decisions.

This study has certain limitations that should be addressed in future research. The questionnaire was distributed online via Google Forms through Instagram and WhatsApp, meaning respondents were not directly assisted while completing it; this may have limited responses to a particular age range and raises the possibility that some responses were not completed with full seriousness. In addition, based on the R^2 results, other variables beyond those examined here may also influence purchase decision; future researchers are therefore encouraged to incorporate additional variables beyond those studied in this research in order to obtain more varied findings.

Managerial implications:

1.) Aligning the brand ambassador with product values. PT Tirta Fresindo Jaya needs to strengthen the alignment between its brand ambassadors and the product's values through more authentic content, testimonials that reflect genuine experience, and campaigns that connect product benefits with the brand ambassadors' lifestyles, in order to increase consumer purchase intention toward Le Minerale.
2.) Direct interaction with consumers. PT Tirta Fresindo Jaya should regularly organize both online and offline challenge programs to intensify consumer interaction, and should carefully select sponsorship opportunities—for example, sponsoring running events, music concerts, or culinary festivals—to ensure the brand is present at moments when consumers need hydration, thereby increasing purchase intention toward Le Minerale.
3.) Communicating the product to consumers. PT Tirta Fresindo Jaya needs to make its marketing efforts more educational, sharpen its brand storytelling to improve product communication, and keep pace with marketing trends so that consumers are encouraged to actively seek information about Le Minerale, thereby increasing purchase intention toward the product.
4.) Considering additional variables. In developing marketing strategy and corporate policy, management may consider further research that incorporates additional variables influencing purchase intention and purchase decision, thereby broadening insight into consumer behavior.

References

Aulia, D. D. (2025, October 7). *Asparminas Optimistis Industri AMDK Bisa Tumbuh 10% di 2025*. detikfinance. https://finance.detik.com/industri/d-7723133/asparminas-optimistis-industri-amdk-bisa-tumbuh-10-di-2025

Fatmaningrum, S. R., & Fadhilah, M. (2020). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah Manajemen Ekonomi dan Akuntansi*, *4*(1). https://doi.org/10.31955/mea.v4i1.270

Fridayani, J., & Kusuma, S. (2023). *Statistika Inferensial Untuk Organisasi dan Bisnis*. Sanata Dharma University Press.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hariyanto, R. C., & Wijaya, A. (2022). Pengaruh Brand Ambassador, Brand Image dan Brand Awareness terhadap Purchase Decision. *Jurnal Manajerial Dan Kewirausahaan*, *4*(1), 198. https://doi.org/10.24912/jmk.v4i1.17192

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (Sixteenth edition, global edition). Pearson.

Marketeers. (2025, August 18). *Marketeers Youth Choice Award 2025: Le Minerale Raih Gold untuk Kategori Mineral Water*. www.marketeers.com. https://www.marketeers.com/marketeers-youth-choice-award-2025-le-minerale-raih-gold-untuk-kategori-mineral-water/

Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, *11*(1), 32–46. https://doi.org/10.46367/iqtishaduna.v11i1.526

Rahadi, D. R. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Lentera Ilmu Madani.

Salsabiela, F. H., Listyorini, S., & Purbawati, D. (2022). Pengaruh Pemilihan Brand Ambassador dan Brand Awareness terhadap Keputusan Pembelian melalui Minat Beli Konsumen Kopi Lain Hati Wonosobo. *Jurnal Ilmu Administrasi Bisnis*, *11*(3), 504–513. https://doi.org/10.14710/jiab.2022.35361

Top Brand Index Beserta Kategori Lengkap | Top Brand Award. (2024). https://www.topbrand-award.com/top-brand-index/?tbi_find=le+minerale&tbi_year=2024&type=brand

Ustadriatul Mukarromah, Mirtan Sasmita, & Lilis Rosmiati. (2022). Pengaruh Konten Marketing dan Citra Merek Terhadap Keputusan Pembelian dengan Dimediasi Minat Beli pada Pengguna Aplikasi Tokopedia: The Influence of Content Marketing and Brand Image on Purchasing Decisions Mediated by Buying Interest in Tokopedia Application Users. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, *2*(1), 73–84. https://doi.org/10.37366/master.v2i1.444

Yunita, N. R., & Risdwiyanto, A. (2024). Pengaruh Brand Ambassador dan Product Review terhadap Keputusan Pembelian Online yang Dimediasi oleh Citra Merek bagi Konsumen Perempuan di Yogyakarta. *Jurnal Manajemen Strategis: Jurnal Mantra*, *1*(01), 70–88. https://doi.org/10.30588/jmt.v1i01.1753