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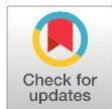
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The Influence of Brand Ambassadors, Brand Image and Brand Trust on Purchase Decisions

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Article History



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Brand Ambassador
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Abstract

This study investigates the influence of brand ambassadors, brand image, and brand trust on consumer purchasing decisions for Le Minerale bottled water in Indonesia. It aims to understand how these factors collectively shape consumer perceptions and behavior in a competitive FMCG market. This study integrates brand ambassador, brand image, and brand trust into a single model to explain purchasing decisions, highlighting that brand trust and brand image are more influential than brand ambassadors, providing practical insights for FMCG marketing strategies. A descriptive quantitative approach using surveys was applied. Data were collected from 200 respondents in the Greater Jakarta area who had purchased or used Le Minerale products, selected through purposive sampling. A five-point Likert scale questionnaire was used, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. Findings reveal that brand ambassadors have a positive but insignificant effect on purchasing decisions, suggesting that celebrity endorsements alone do not strongly influence consumer behavior. Meanwhile, brand image and brand trust significantly and positively affect purchases, with brand trust showing the strongest effect. This emphasizes the importance of consumer confidence in product quality and reliability in motivating purchase decisions. Strengthening brand image and consumer trust can help Le Minerale increase market share, encourage repeat purchases, and enhance the competitiveness of Indonesia's bottled water industry. These strategies contribute to economic growth by fostering a sustainable and competitive local FMCG sector.

Introduction

According to Kemenkes Corporate University 2025 Water is a vital element for humans, where 60–70% of body weight is made up of water. In addition to quenching thirst, water functions to maintain fluid balance so that the body can work optimally. Along with the fast-paced modern lifestyle and high mobility, the need for practical clean water is increasing. In this case,

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Bottled Drinking Water (AMDK) is present as a hygienic and safe solution in accordance with the regulation of Permenperin No. 96/M-IND/PER/12/2011.

Nationally, the trend of bottled water consumption continues to increase along with population growth and public awareness of the importance of hydration. According to Johan Muliawan, Chairman of the National Bottled Water Entrepreneurs Association (Asparminas) as quoted on the website antaranews.com 2023, stated that the consumption of bottled drinking water in Jakarta reaches an average of 88 liters per person every year. Meanwhile, the consumption level in areas outside Jakarta, especially on the island of Java, is only around 11 liters per person per year. In Kalimantan, the consumption rate is even lower, at around 8.8 liters per person per year. This figure also shows that there is great market growth potential in various regions. In addition, the number of bottled water producers in Indonesia has now reached more than 1,200 with 2,100 brands, of which around 95% are local products.

One brand The one that experienced significant growth was Le Minerale, which was produced by PT Tirta Fresindo Jaya starting in 2015. is one of the bottled water brands with significant growth. This product is sourced from mountain springs at a depth of ± 100 meters and contains natural minerals such as calcium, sodium, magnesium, potassium, bicarbonate, and nitrates (Theodara & P, 2021; Ignatov, 2023; Tumur, 2025; Akhmedenov & Idrisova, 2021). To maintain quality, Le Minerale applies packaging technology with a mineral protection system and special seals to prevent counterfeiting and maintain the authenticity of the content to consumers. The presence of Le Minerale is aimed at meeting the market demand for quality mineral water at affordable prices. Fierce competition in the bottled water industry has pushed the brand to continue to strengthen its position as one of the main players in the national market (Putri et al., 2022; Ichoroh, 2021; Jaffee, 2023; Kayani et al., 2023).

Every company strives to make its products a leading brand to strengthen its position and expand its market reach. One way to see the success of a brand in the market is through the Top Brand Index. Data on bottled water brands that are included in the Top Brand Index category can be seen in Table 1 below:

Table 1. Top Brands of Bottled Water Index 2020 – 2024

Brand	TBI (2020)	TBI (2021)	TBI (2022)	TBI (2023)	TBI (2024)
Aqua	61.50%	62.50%	57.20%	55.10%	46.90%
Minerals	6.10%	4.60%	12.50%	14.50%	18.80%
Club	6.60%	5.80%	3.80%	3.50%	3.30%
Ades	7.80%	7.50%	6.40%	5.30%	5.50%
Cleo	3.70%	3.70%	4.20%	4.20%	5.10%

Source: Top Brand Index (2020-2024)

Table 1 illustrates how Le Minerale has managed to improve its position in the Top Brand index over time. If in 2021 TBI Le Minerale was only 4.60%, then in 2022 it will rise to 12.50% and jump again to 18.80% in 2024. At the same time, TBI Aqua decreased from 62.50% to 46.90%, indicating a potential shift in consumer preferences towards alternative brands. This shift is increasingly visible in the young consumer group. Based on the Marketeers Youth Choice Award 2025, Le Minerale was named the most chosen bottled water brand by Gen Z. This shows that Le Minerale's strategy has succeeded in attracting the attention of the younger generation who are currently a potential consumer segment as well as a trendsetter in the market.

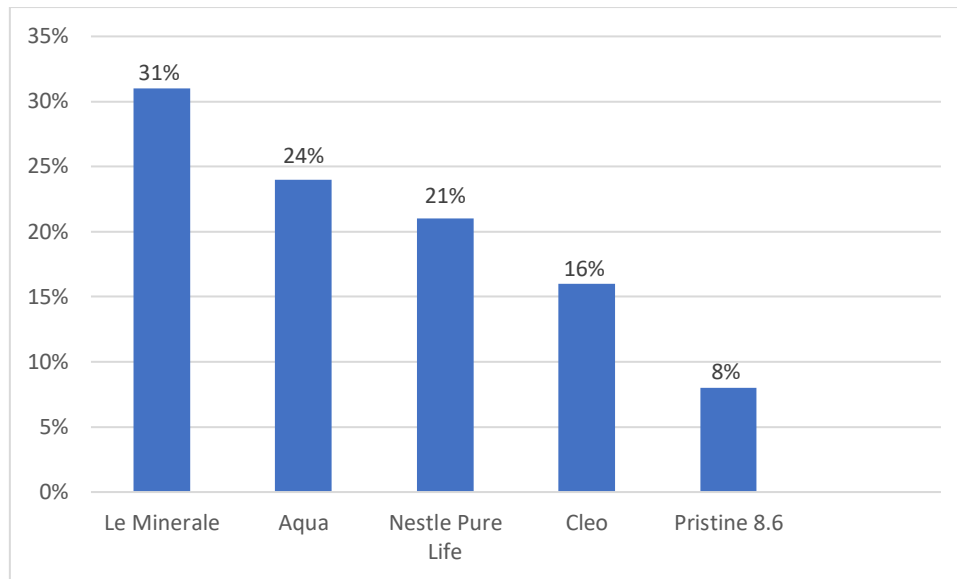


Figure 1. Graph of Gen Z's choice of mineral water

Source : Marketeers (2025)

The meaning-making process that shapes preferences for the Le Minerale brand can be understood through a constructivist approach, where brand meaning is not solely determined by the company's communication strategy but is also co-constructed through social interactions, cultural representations, and everyday consumption experiences. The meaning-making process that shapes preferences for the Le Minerale brand can be understood through a constructivist approach, where brand meaning is not solely determined by the company's communication strategy but is also co-constructed through social interactions, cultural representations, and everyday consumption experiences.

This meaning is not passively received by consumers, but is internalized through sensory experiences, consumption habits, and social practices that shape the perception of "pure and healthy water." When consumers consume Le Minerale, this action is not only a form of fulfilling physiological needs, but also a manifestation of the values they associate with a healthy lifestyle, environmental awareness, and the search for authentic products amidst the proliferation of industrial products perceived as artificial. Thus, preference for Le Minerale is constructed through a symbolic process that affirms consumers' self-identity as individuals concerned with quality of life and authenticity.

Furthermore, this internalization process occurs within a broader social and cultural context. Consumers negotiate the meaning of Le Minerale's brand authenticity through public discourse, such as social media reviews, conversations between consumers, and comparisons with other mineral water brands perceived as more commercial or less "natural." In this negotiation process, Le Minerale's image can be maintained, modified, or even challenged, depending on the extent to which consumers perceive consistency between brand claims and their empirical experiences. This process demonstrates that brand authenticity is not static, but rather the result of a dynamic interaction between brand representations and consumers' subjective experiences (Malkhazova et al., 2022; Dumaru et al., 2021).

The success of Le Minerale cannot be separated from the implementation of modern marketing communication strategies. In the FMCG industry (Fast-Moving Consumer Goods) which is highly competitive, marketing communication strategies are key to reaching consumers (Iyadi & Itimi, 2023; Farenjuk, 2022; Derqui et al., 2022; Patel & Dhurkari, 2025). Le Minerale strengthens its marketing by collaborating with brand ambassador, which has been proven to

be able to build a positive image, trust, and influence consumer purchasing decisions (Lailiya, 2020; Pujianto et al., 2023; Roisah et al., 2021). In 2024, Le Minerale will collaborate with the Indonesian national team with popular young players as brand ambassador. This collaboration reinforces the brand image of a healthy, energetic and nationalist while increasing exposure and buying interest amid the dominance of large competitors. Brand ambassador plays an important role in shaping brand image which in turn influences consumers' purchasing decisions. Brand image is the consumer's perception of a brand that is formed through experience, communication, and marketing strategies; A positive image is able to foster trust, loyalty, and encourage repurchase (Situmorang et al., 2022; Banjarnahor et al., 2025; Febriani, 2021). Moreover brand trust It is also a crucial factor because it reflects consumer confidence in the brand's ability to fulfill its promises regarding product quality, so that it becomes the basis for the formation of loyalty (Akhmad & Sutirman, 2025). The purchase decision itself is a stage of determining the consumer in choosing the product that is considered the most suitable among the various alternatives available (Arfah, 2022; Bączkiewicz et al., 2021; Nainggolan et al., 2022).

In the context of a fast paced consumer goods market, where competition is intense and product substitution is high, brands function as economic instruments that create added value through symbolic and emotional differentiation (Al Haq et al., 2025; Mebuge, 2025; Cid et al., 2022). Le Minerale, through its strategy of employing credible brand ambassadors and a consistent brand narrative, strives to build a brand image that emphasizes the natural freshness and authenticity of mountain water sources. This image not only creates positive perceptions but also generates a brand signaling effect, namely the brand's ability to signal quality and value that consumers believe in. Brand trust acts as a mechanism for mitigating economic and psychological risk, enabling consumers to make repeat purchase decisions without the need for extensive rational evaluation (Mohammed, 2024; Alhomaid, 2025; Chan, 2024; Gao & Liang, 2025).

Thus, consumer behavior that engages emotionally and socially with a brand can be understood as a form of participation in the process of economic value creation. This involvement strengthens consumer-based brand equity, which in turn becomes a source of sustainable competitive advantage. From this perspective, brand trust and brand image are no longer viewed as separate psychological constructs, but rather as intangible assets that contribute to increasing brand equity, market value, and long-term profitability. This economic value arises through increased loyalty, reduced price sensitivity, and increased effectiveness of brand communications in digital markets and online communities (Haque et al., 2022; Rahayu, 2024).

In the context of an increasingly digitally connected market, the presence of brand ambassadors serves as a representative extension of brand identity that can build emotional closeness and increase the credibility of marketing messages. Brand ambassadors play an important role in influencing consumer behavior towards a product (Natasiah, 2024). Probosini et al. (2021) indicates that brand ambassadors have a significant impact on purchasing decisions. However, different results are shown by Sigar et al. (2021) who found that brand ambassadors had a positive but not significant effect on purchase decisions. The difference in the results of this study indicates that the effectiveness of brand ambassadors is greatly influenced by other factors, such as the level of fame, credibility, and conformity with the brand image. Thus, the following hypotheses can be formulated:

H1: Brand Ambassadors affect Le Minerale's Purchase Decisions

Brand image strengthens this process by creating positive perceptions and symbolic values embedded in the minds of consumers. Brand image is one of the factors that is able to create a positive consumer perception of a brand. Roza et al. (2022) reveal that brand image has a

significant effect on purchase decisions. However, different results were found by Yunita & Indriyatni (2022) stating that brand image is not always the main factor in influencing a purchase decision. The difference in the results of this study can occur because the way consumers view a brand is highly dependent on personal experience, level of awareness, and exposure to the brand. Therefore, the hypothesis proposed is:

H2: Brand Image has an effect on Le Minerale's Purchase Decision

Brand trust is a psychological foundation that reduces uncertainty and strengthens consumer confidence in the brand's quality and integrity. The combination of these three constructs conceptually illustrates the interconnected chain of cognitive, affective, and conative dimensions that ultimately influences purchase intention. Consumer trust in a brand is one of the key factors in making purchasing decisions. Salam & Abdiyanti (2022) found that brand trust had a significant impact on purchasing decisions. However, research Kusumastuti et al. (2022) provide different results, namely there is no significant influence between brand trust and purchase decisions. This indicates that while trust in brands is important, consumer decisions can also be influenced by other external factors such as pricing, promotions, or competitors' marketing strategies. Based on this description, the hypothesis proposed is:

H3: Brand Trust has an effect on Le Minerale's Purchase Decision

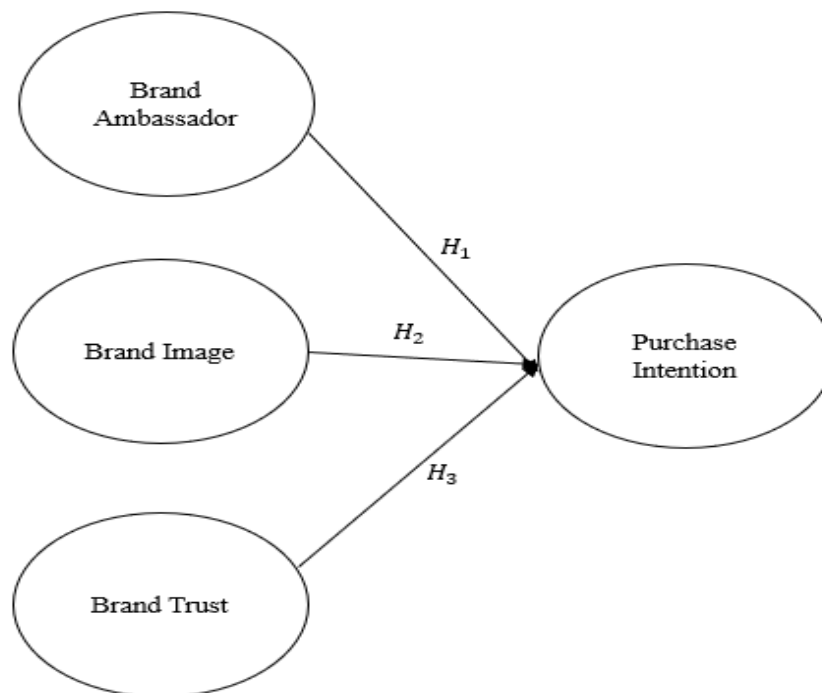


Figure 2. Research Hypothesis

In the context of research on the influence of brand ambassadors, brand image, and brand trust on purchase intention with the case study of Le Minerale, the relationship between consumers and brands is not merely understood as the result of one-way communication, but rather as a social process that is co-created through interactions mediated by technology and cultural representations. The presence of brands in consumers' lives is no longer limited to traditional advertising but is strengthened by a mediated presence on various digital platforms, including social media, video content, and online communities, which allows brands to become part of the narrative of consumers' daily lives.

Based on the description above, this study seeks to examine the influence of brand ambassador, brand image, and brand trust on the purchase decision of Le Minerale products with a focus on the JABODETABEK area. The novelty of this study lies in the specific focus on Le Minerale, one of the main brands in the bottled water industry, as well as simultaneous analysis of the three variables that previously still produced inconsistent findings. Through this research, it is hoped that strategic input can be created for the development of marketing approaches in the bottled water industry, with a special focus on the Le Minerale brand in strengthening its position in the market and increasing consumer loyalty.

Methods

This study used a quantitative descriptive approach and applied purposive sampling techniques, whereby participants were selected based on specific criteria related to the study objectives (Febriani et al., 2022). The respondents in this study were Le Minerale consumers living in the Greater Jakarta area. Primary data was collected through a questionnaire created using Google Forms, which successfully gathered responses from 200 respondents. The research instrument consisted of closed-ended questions, except for the initial section of the questionnaire, so that the responses provided were more structured and easier to process using the interval scale method (Mustikasari et al., 2022). The measurement scale applied was a five-point Likert scale, with a value range of 1 to 5. Furthermore, the data was analyzed using the Partial Least Square (PLS) method to test the relationship between the variables studied.

Table 2. Research Construction

Variable	Indicator	References
Brand Ambassador	BA1 = Indonesian national team players have high popularity among the Indonesian people.	(Siregar et al., 2025)
	BA2 = As a Brand Ambassador, Indonesian national team players have an appeal that matches the image of Le Minerale's products.	
	BA3 = The reputation of Indonesian national team players is very good, so it deserves to be used as a Brand Ambassador of a product.	
	BA4 = I believe so much in products starring Indonesian national team players that this affects my loyalty to Le Minerale.	
	BA5 = Indonesian national team players as Brand Ambassadors have positive visuals and images that support the excellence of Le Minerale products.	
	BA6 = I am interested in a product because the Brand Ambassador (Indonesian National Team) has good traits and character.	
	BA7 = Brand Ambassador managed to convince me to buy Le Minerale products.	
	BA8 = A promotional strategy involving a Brand Ambassador from the Indonesian national team was able to increase my interest in Le Minerale products.	
	BI1 = I judge that the Le Minerale brand is of high quality.	
	BI2 = In my opinion, Le Minerale has superior characteristics to its competitors.	

Brand Image	BI3 = Le Minerale has a brand personality that distinguishes it from other drinking water products.	(Ansary & Nik Hashim, 2018)
	BI4 = I believe that Le Minerale does not disappoint its customers.	
	BI5 = I consider Le Minerale to be one of the best drinking water brands in its sector.	
	BI6 = I see that Le Minerale has a stable position in the market.	
	BT1 = I believe that Le Minerale is a brand of high-quality mineral water.	
	BT2 = I feel confident that Le Minerale is able to meet my need for healthy and safe mineral water.	
Brand Trust	BT3 = I can count on Le Minerale as my go-to choice for bottled water.	(Yuliana et al., 2025)
	BT4 = Le Minerale always strives to provide mineral water products that meet my expectations	
	BT5 = If there is a problem related to Le Minerale products, I am sure the brand will help solve it well	
Purchase Decisions	PD1 = I bought le minerale products because of my desire	(Alfian et al., 2024)
	PD2 = Friends/family recommended me to buy le minerale products	
	PD3 = I made a comparison of other products before buying le minerale products	

Following the research construct presented in Table 2, each variable in this study was operationalized through reflective measurement indicators adapted from established and relevant prior studies. The Brand Ambassador construct was measured using eight indicators that capture dimensions of popularity, attractiveness, credibility, visual appeal, and persuasive ability of the Indonesian national team players as brand representatives. These indicators were designed to reflect respondents' perceptions of how effectively the brand ambassadors communicate brand values and influence consumer attitudes toward Le Minerale, consistent with the endorsement effectiveness framework adopted in previous branding studies.

Brand Image was operationalized through six indicators that represent consumers' overall evaluation of Le Minerale, including perceived quality, uniqueness, brand personality, reliability, and competitive positioning. These indicators reflect the cognitive and affective associations embedded in consumers' minds as a result of repeated exposure, consumption experience, and brand communication. By capturing both functional and symbolic aspects of the brand, the measurement of brand image in this study allows for a comprehensive assessment of how brand perceptions contribute to purchase decision formation.

Brand Trust was measured using five indicators that assess consumers' confidence in Le Minerale's product quality, safety, consistency, and problem resolution capability. These indicators represent trust as a psychological state that reduces perceived risk and uncertainty in purchasing bottled water products. Trust was conceptualized as a reflective construct because changes in consumer confidence are expected to be manifested consistently across all trust indicators.

Purchase Decision was measured through three indicators that reflect consumers' internal desire, social influence, and comparative evaluation before purchasing Le Minerale products.

These indicators capture the behavioral outcome of the decision-making process rather than mere intention, aligning with the study's objective to explain actual purchase decisions among consumers.

All indicators were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The reflective measurement model was selected because the indicators were assumed to be manifestations of their respective latent constructs rather than formative components. Data analysis was conducted using Partial Least Squares Structural Equation Modeling through SmartPLS, which is appropriate given the exploratory nature of the study, the predictive orientation of the research model, and the absence of strict normality assumptions. This approach also enables simultaneous assessment of the measurement model and structural relationships among variables, ensuring that construct validity and hypothesis testing are evaluated within a single integrated analytical framework.

Results and Discussion

This section reports the empirical results derived from the analysis of responses collected from Le Minerale consumers in the JABODETABEK area. The findings are presented to show how each proposed variable performs within the tested model and to clarify the relative strength of their relationships with purchase decisions. By examining respondent characteristics alongside measurement quality and structural relationships, the results provide a clear picture of which brand related factors demonstrate measurable influence, and which show more limited explanatory power. This presentation establishes a factual basis for subsequent discussion, where the implications of these results are interpreted in relation to prior studies and the specific context of the bottled water market.

Demographic

The data in this study was obtained through the distribution of questionnaires to 200 respondents who are consumers of bottled drinking water (AMDK) of the Le Minerale brand in Indonesia. The characteristics of respondents were categorized based on gender, age, domicile, education level, and the budget allocated to purchase Le Minerale products. Demographic data of respondents can be seen in Table 3 below.

Table 3. Respondent Demographics

Respondent criteria	Total	Percentage
Gender		
Woman	122	61%
Man	78	39%
Age		
12 – 20 years old	36	18%
21 – 30 years old	114	57%
31 – 40 years old	35	17,5%
51 – 60 years old	15	7,5%
Education		
Junior High School	5	2,5%
Senior High School/Vocational High School	85	42,5%
Associate Degree	3	1,5%
Bachelor's Degree	60	30%
Master's Degree	16	8%

Doctoral Degree	12	6%
Professional Education	19	9,5%
Domicile		
Jakarta	80	40%
Depok	19	9,5%
Tangerang	45	22,5%
Bekasi	29	14,5%
Bogor	27	13,5%
Budget per month for mineral water		
IDR 50,000 – IDR 200,000	119	59,5%
IDR 200,001 – IDR 500,000	33	16,5%
IDR 500,001 – IDR 1,000,000	48	24%
Le Minerale Product Information		
Resources		
Social Media	52	26%
Televisi	75	37,5%
Offline Stores	65	32,5%
Banners	8	4%

Validity Test

The validity of the convergence is tested to ensure that indicators of the same construct have a positive correlation through alternative measurements (Yuliana et al., 2023). The validity of the instrument is determined through a comparison of values Corrected Item -Total Correlation with a critical value on the correlation product moment (r table). If the calculated correlation value (r count) is greater than the r of the table at a significance level of 95%, then the question item can be declared valid because it is able to represent the constructed being measured.

Table 4. Validity Test

Variables	Indicators	Loading Factor	Value r Table (n=200)
Brand Ambassador	BA1	0.440	0.138
	BA2	0.666	0.138
	BA3	0.562	0.138
	BA4	0.776	0.138
	BA5	0.739	0.138
	BA6	0.751	0.138
	BA7	0.798	0.138
	BA8	0.789	0.138
Brand Image	BI1	0.680	0.138
	BI2	0.705	0.138
	BI3	0.508	0.138
	BI4	0.645	0.138
	BI5	0.682	0.138
	BI6	0.605	0.138
Brand Trust	BT1	0.709	0.138
	BT2	0.568	0.138
	BT3	0.622	0.138
	BT4	0.755	0.138
	BT5	0.593	0.138
	PD1	0.704	0.138

Purchase	PD2	0.614	0.138
Decision	PD3	0.606	0.138

Judging by the results of the test carried out, it shows that the pearson correlation coefficient as the calculated r value is greater than the r-value of the table ($r_{\text{calculated}} > 0.138$), this shows that all indicators in the variables studied are valid.

Reliability Test Results

Composite Reliability is used to assess the internal consistency of indicators in measuring latent variables. In the SmartPLS analysis, a Composite Reliability (CR) value above 0.7 is considered to meet the reliability standard and indicates that the research instrument can be trusted to be used (Astri et al., 2024).

Table 5. Reliability Test

Construct	Composite Reliability (pc)	Interpretation
Brand Ambassador	0.882	Reliable
Brand Image	0.805	Reliable
Brand Trust	0.786	Reliable
Purchase Decision	0.700	Reliable

Based on the results of the reliability test contained in Table 5, all variables in this study have a Composite Reliability (CR) value of more than 0.70. The Brand Ambassador variable got a value of 0.882, Brand Image had a value of 0.805, Brand Trust reached 0.786, and Purchase Decision was 0.700. These figures show that each construct has met the reliability requirements ($CR > 0.70$), so it can be concluded that the instruments in this study are reliable and consistent in measuring the latent variables used.

Hypothesis Test Results

According to Bugis (2023), Hypothesis testing was carried out using the p-values criterion, where p-values < 0.05 indicate a significant influence, while p-values > 0.05 indicate a non-significant influence. Based on the results of data processing with PLS, the path coefficient value in this study can be seen in the following table:

Table 5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Ambassador -> Purchase Decision	0.125	0.141	0.076	1.631	0.103
Brand Image -> Purchase Decision	0.315	0.315	0.108	2.923	0.003
Brand Trust -> Purchase Decision	0.286	0.284	0.096	2.990	0.003

Based on the results of the hypothesis test in Table 6 using SmartPLS, the following findings were obtained. The brand ambassador variable had a positive but insignificant effect on purchase decision ($\beta = 0.125$; T-statistic = 1.631; p-value = $0.103 > 0.05$). That is, even though the direction of the influence is in line (positive), the force is not enough to be declared significant, so H1 is rejected. Meanwhile, the brand image variable was proven to have a positive and significant effect on purchase decision ($\beta = 0.315$; T-statistic = 2.923; p-value = $0.003 < 0.05$). This shows that the better the brand image that is formed, the higher the tendency of consumers to make purchasing decisions. Thus, H2 is accepted. Furthermore, the brand trust variable also had a positive and significant effect on purchase decisions ($\beta = 0.286$; T-statistic

= 2.990; $p\text{-value} = 0.003 < 0.05$). These results confirm that the higher the level of consumer trust in the brand, the greater the influence it has on purchasing decisions, so H3 is accepted.

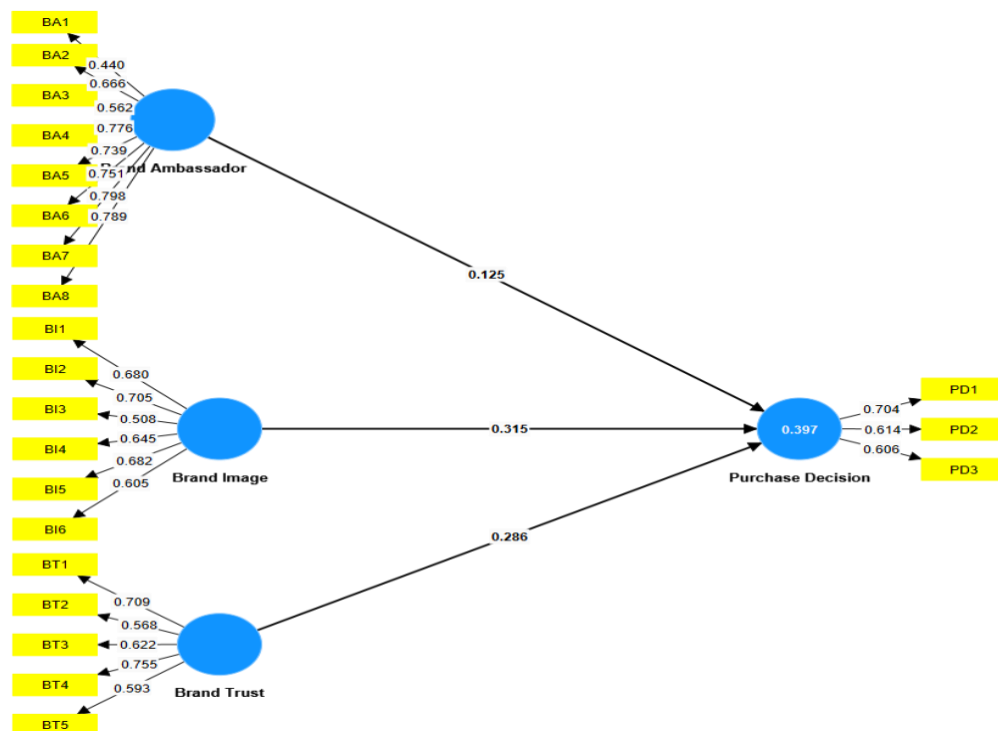


Figure 3. Results of data processing using the SmartPLS analysis tool

Relative Influence of Brand Factors on Consumer Purchase Decisions

The first hypothesis shows that there is a non-significant positive effect between brand ambassador against Purchase decision. The results of this study are supported by research conducted by Sigar et al. (2021) which found a positive but insignificant influence. However, contrary to the research that has been carried out Probosini et al. (2021) which states that brand ambassadors have a significant influence on purchasing decisions. Brand ambassadors function as independent variables that strengthen trust and enrich brand image through personal credibility and authentic social connectedness. This is due to the character of mineral water products which include daily needs with a low involvement product. Consumers tend to buy based on perceived availability, price, and quality, not solely because of attachment to brand ambassadors. Thus, even though the national team's brand ambassadors are able to increase awareness and positive associations with Le Minerale, consumers' final decision to buy is still influenced more by rational factors than emotional factors.

Through their appearance, lifestyle, and values, brand ambassadors convey cultural representations that extend the brand's meaning beyond the product's functional attributes. In the case of Le Minerale, for example, public figures associated with a healthy, natural, and authentic lifestyle become symbols that reflect the values internalized by modern consumers. Thus, consumer interaction with the brand is not simply about consuming visuals or promotional messages, but rather about participating in cultural practices that negotiate identity, status, and the meaning of authenticity.

The second hypothesis shows that brand image has a positive and significant effect on purchase decisions. The results of this study are supported by research conducted by Roza et al. (2022) which states that brand image has a significant influence on improving purchasing decisions. However, the results of this study are contrary to the research that has been carried out Yunita & Indriyatni (2022) which confirms that brand Image has no significant influence on the

Purchase Decision. This research articulates the theoretical value of the relationship between brand image and the evolving dynamics of consumer relationships. This integration makes a significant contribution to the development of modern consumer behavior theory, as it emphasizes that trust and image are not static attributes, but rather relational constructs formed and modified through social interactions, digital experiences, and community engagement. This understanding highlights that marketing innovation relies not solely on one-way communication, but on creating collaborative spaces that enable consumers to participate in the formation of brand value.

This means that a positive brand image variable makes consumers feel confident in the quality, safety, and benefits offered by a product. In the context of Le Minerale, the brand image that is synonymous with freshness, health, and the tagline "There is Sweetness" makes consumers more confident and encouraged to choose Le Minerale over other drinking water brands. Consumers consider that Le Minerale has succeeded in building a brand perception that is healthy, quality, and memorable so that it can strengthen consumer confidence to make purchases. Overall, a strong brand image will drive an increase in consumer purchasing decisions for Le Minerale products.

The third hypothesis shows that there is a positive and significant influence between Brand trust in Purchase decision. This is in line with previous research that has been carried out by (Salam & Abdiyanti, 2022). However, contrary to the research that has been carried out (Kusumastuti et al., 2022). This analysis also deepens our understanding of the role of brand trust in purchase intention in the contemporary purchasing environment. Consumer trust in Le Minerale stems from the belief that this product is safe, clean, and of high quality. The company's consistency in maintaining quality and information disclosure strengthens the positive image of the brand. This high trust encourages customers to make a purchase, as it is able to meet the need for healthy and safe mineral water. Feel safe and comfortable. Trust also minimizes doubt and guarantees customers get value according to expectations. Therefore, brand trust is an important factor in the purchase decision of Le Minerale.

From a practical perspective, this research highlights how companies like Le Minerale can operationalize these theoretical insights beyond brand level outcomes. These insights can be implemented through community-based marketing strategies, digital customer relationship management, and collaborative campaigns that foster consumer participation in building brand meaning. Thus, the relationship between trust, image, and purchase intention extends beyond simply increasing purchase intention to become the foundation for strengthening long term brand loyalty and advocacy. By strengthening the conceptual bridge between the constructs of trust, image, and consumer engagement, this research moves beyond descriptive confirmation to theoretical advancements that enrich the scientific discourse on modern consumer decision-making processes. The research's contribution lies in its ability to contextualize purchasing behavior within an interactive digital ecosystem, thereby expanding the marketing paradigm from economic transactions to social and emotional relationships between brands and their consumers.

Conclusion

Based on the results of the research and discussion that has been presented above, it can be concluded that in the first hypothesis, the first hypothesis shows that the role of brand ambassadors has a positive but not significant impact on purchasing decisions. The second hypothesis is that brand image has an influence on purchasing decisions. The third hypothesis is that brand trust influences purchasing decisions.

From a theoretical perspective, this research contributes to broadening the framework of thinking regarding the relationship between consumer psychology and brand economics. By viewing brand trust and brand image as economic assets that can generate long-term value, this study emphasizes the importance of relational-based brand equity management in the digital age. Integrating the emotional and rational dimensions of consumer engagement with the logic of value economics enriches our understanding of modern consumer decision-making processes, which are now influenced by social interactions, digital trust, and brand symbolism.

By strengthening the conceptual bridge between consumer behavior, economic value, and brand assets, this research moves beyond empirical confirmation to a theoretical contribution that emphasizes the economic relevance of social capital and brand trust. Thus, this research not only enriches the academic discourse on consumer behavior but also provides a conceptual foundation for marketing strategies oriented toward sustainable value and long-term profitability in the fast-food consumer goods sector. However, this study has limitations because it only focuses on three variables, namely brand ambassador, brand image, and brand trust, with the object of Le Minerale's consumer research in the JABODETABEK area. In fact, there are still other factors that may also affect purchasing decisions, but it has not been revealed how much of an influence they have in this study. Therefore, further research is recommended to add other relevant variables and expand the scope of research to a wider area, so that the results obtained can be more comprehensive and able to provide a comprehensive picture of the factors that affect the purchase decision of fast-food consumer goods sector.

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