

The Influence Of Consumer Reviews And Indonesian National Team Brand Ambassadors On Purchase Intention For Le Minerale Products

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Abstract

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

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

365

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INTRODUCTION

Consumer trust is an important factor in the success of a brand, built thru product quality, hygienic packaging, and brand image (Kotler & Keller, 2022). In the competitive bottled water industry, companies do not only rely on product quality but also on marketing communication strategies such as the use of Brand Ambassadors and consumer review management. Brand Ambassadors play a role in building emotional connections and strengthening brand image, while consumer reviews serve as a form of social proof that influences perception and purchase intention in the digital era. Previous research shows that both have a positive influence on purchase intention (Pidada & Supartyani, 2022). In the competition of the bottled water market in Indonesia, Le Minerale, produced by PT Tirta Fresindo Jaya, part of the Mayora Group, emerges as the main competitor to Aqua by offering the advantages of natural minerals and packaging innovations. In addition, Le Minerale has partnered as the official sponsor of the Indonesian National Football Team to strengthen its image and emotional connection with consumers. Therefore, this research was conducted to analyze the influence of consumer reviews and Brand Ambassadors on the purchase intention of Le Minerale products.



Figure 1. Le Minerale Product Bottle Sizes 330 mL, 600 mL, 1500 mL, 3L, 5L, 15L Le

Minerale provides products in various sizes to meet consumer needs. Bottle packaging is available in sizes of 330 mL, 600 mL, 1500 mL, and 3 L, tailored to consumer activities. In the digital era, consumers tend to seek and trust online reviews before making a purchase. Both positive and negative reviews published widely have proven to influence attitudes and purchasing decisions, leading to the conclusion that consumer reviews affect the purchase intention of Le Minerale products. Various consumer reviews of Le Minerale show both pros and cons. Positive reviews consider the product to be sterile and of high quality, and they support the brand. However, there are also negative



reviews related to the issue of single-use gallon waste and marketing strategies that are considered to attack competitors. Research by Na Zhang et al. (2022) explains that negative reviews, although few in number, have a stronger influence in shaping perceptions and can reduce consumer purchase intentions.

To address this issue, the company is utilizing a Brand Ambassador strategy by collaborating with the Indonesian National Team. This collaboration leverages the emotional connection of the public to football and the value of nationalism. Le Minerale also launched special edition packaging in red and white, including player photo cards such as Rafael Struick, Nathan Tjoe-A-On, Witan Sulaeman, and Sandy Walsh. This strategy adds emotional value to the product, encourages repeat purchases, and strengthens the brand image thru an approach of nationalism and sports fandom.

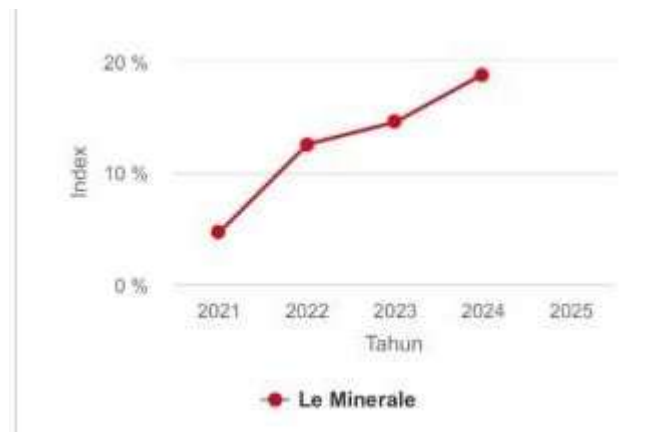


Figure 2. Le Minerale Sales Graph from 2021-2024

Some consumer reviews indicate that the purchase of Le Minerale is influenced by the presence of the Brand Ambassador, namely the Indonesian National Team. Consumers purchase the product not only for consumption needs but also to support the National Team or to complete their collection of special edition packaging. This shows a correlation between consumer reviews, the influence of the Brand Ambassador, and purchase intention. Based on data from the Top Brand Award, Le Minerale's sales during the 2021–2024 period continue to experience an increase. This trend indicates the success of the company's marketing strategy, including the selection of a relevant Brand Ambassador and the strong influence of consumer reviews in shaping purchasing decisions.



LITERATURE REVIEW

Marketing

Marketing is a managerial process to meet the needs and desires of individuals or groups thru the creation, offering, and exchange of valuable products. Marketing management aims to introduce products (goods and services) to the public and achieve profit by fulfilling consumer needs and desires (Ariyanto, 2023).

According to Reviana Puspita Sari et al. (2024), consumer behavior is the study of how individuals or groups make decisions in selecting, purchasing, using, and evaluating products or services to meet their needs and desires, including the utilization of resources such as money, time, and effort. This behavior encompasses the entire process before, during, and after the purchase. With the advancement of digital technology, especially among the younger generation active on social media, consumer behavior patterns have undergone significant changes, making consumer reviews and the influence of Brand Ambassadors more impactful compared to the pre-digital era (Sabda Aji, 2025).

Consumer Review

According to Ningsih in Radhin (2024), consumer reviews are user evaluations that contain experiences and impressions after using the product. In the digital economy, reviews and ratings serve as information that shapes perceptions of value and quality (Heidy Puspa et al., 2025), and are considered more objective because they come from real experiences (Dwidienawati et al., 2020). Reviews also dynamically influence purchase intentions (Zhang et al., 2022). At Le Minerale, reviews about taste, packaging, and price become important references in shaping consumer purchase intentions.

According to Dwidienawati (2020), consumer review indicators encompass several aspects, namely (1) the habit of reading reviews to know others' opinions, (2) the role of reviews on social media in helping to obtain product information, (3) as well as the importance of reading reviews before purchasing to avoid mistakes in choosing. (4) Reviews also help reduce doubt, (5) serve as a consideration in determining the appropriate product, (6) provide detailed information, (7) as well as give confidence (8) trust to consumers in making purchasing decisions.

Brand Ambassador

Brand Ambassadors play a role in increasing consumer awareness, image, and trust while also driving sales (Herry, 2024; Philip Kotler & Kevin Lane Keller, 2022). Its effectiveness is influenced by the characteristics and level of power possessed, and can



be measured thru the dimensions of visibility, credibility, attraction, and power. In Le Minerale, the use of Indonesian national athletes is considered relevant and capable of increasing purchase intention thru consumer emotional attachment.

According to Dwiedienawati (2020), the selection of a Brand Ambassador needs to consider the extent to which the figure can attract and influence consumers. The indicators relevant to the Indonesian National Team as the Brand Ambassador for Le Minerale include (1) consumer attention to the reviews or impressions conveyed, (2) the role of collaboration in building the product image, (3) the ability to provide objective and convincing information, (4) as well as its influence in increasing confidence, (5) consumer purchase intention toward Le Minerale products.

Intention to Buy

Purchase intention is the tendency of consumers to be attracted to and desire to buy a product before the purchase decision is made. According to Annung Purwati and Cahyanti (2022), purchase intention functions as a mediating variable that connects marketing strategies with purchase decisions. This intention arises after consumers receive marketing stimuli and assess the product's suitability with their needs, including thru reviews on social media (Anis et al., 2023). Annung Purwati (2022) mentioned that purchase intention has four characteristics, namely transactional, referential, preferential, and exploratory intentions.

According to Dwiedienawati et al. (2020), purchase intention can be measured thru several indicators, namely the increased likelihood of buying after seeing consumer reviews, the tendency to choose Le Minerale when intending to buy packaged drinking water, the high probability of purchase, and the consumers' willingness to buy Le Minerale products.

IMPLEMENTATION METHOD

Types of Data

Data collection was conducted thru the distribution of online questionnaires using Google Form from December 20, 2025, to January 13, 2026. The respondents in this study are Le Minerale consumers in Indonesia who have seen consumer reviews or Le Minerale advertisements featuring the Indonesian National Team Brand Ambassador. Data were tested using the hierarchical linear regression method, with a total of 120 respondents participating.



DISCUSSION**Validity Test****Table 1. Results of the Validity Test**

Variable	Item	KMO Measure of Sampling Adequacy	Anti-Image Correlation	Loading Factor	Explanation
Consumer Review (X1)	X1.1	0,702	0,582	0,555	Valid
	X1.2		0,737	0,901	Valid
	X1.3		0,710	0,914	Valid
	X1.4		0,709	0,824	Valid
Brand Ambassador (X2)	X2.1	0,828	0,793	0,892	Valid
	X2.2		0,854	0,865	Valid
	X2.3		0,798	0,890	Valid
	X2.4		0,894	0,802	Valid
Intention to Buy (Y)	Y.1	0,694	0,746	0,754	Valid
	Y.2		0,638	0,847	Valid
	Y.3		0,649	0,909	Valid
	Y.4		0,804	0,813	Valid

Source: Data processed by the researcher, 2025

Based on Table 1, it shows that each statement item on the Consumer Review variable (X1), Brand Ambassador (X2), and Purchase Intention (Y) has a Kaiser-Meyer- Olkin (KMO) value, anti-image value, and loading factor > 0.5 , so it can be concluded that all statements used in this research questionnaire are valid and can be processed for the next step.

Reliability Test**Table 2. Reliability Test Results**

Variable	Item	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Explanation
Consumer Review (X1)	X1.1	0,745	0,878	Reliable
	X1.2		0,611	Reliable
	X1.3		0,621	Reliable
	X1.4		0,646	Reliable
Brand Ambassador (X2)	X2.1	0,884	0,834	Reliable
	X2.2		0,851	Reliable
	X2.3		0,734	Reliable
	X2.4		0,882	Reliable
Intention to Buy (Y)	Y.1	0,850	0,853	Reliable
	Y.2		0,726	Reliable



	Y.3		0,826	Reliable
	Y.4		0,661	Reliable

Source: Data processed by the researcher, 2025

Based on the reliability test results in Table 2, all variables have a Cronbach's Alpha value > 0.60 , namely Consumer Reviews (0.745), Brand Ambassador (0.884), and Purchase Decision (0.850). Thus, all research instruments are declared reliable because they have met the established Cronbach's Alpha value standards.

Distribution of Respondents' Answer Frequencies

Table 3. Respondents' Responses to Consumer Reviews (X1)

No	Question	Answer Choices					
		STS	TS	N	S	SS	Mean
1.	I regularly read reviews to know other people's opinions about Le Minerale products.	3	5	25	26	61	4,14
2.	To avoid making the wrong choice, I always read customer reviews before purchasing a product.	0	5	9	26	80	4,51
3.	I usually look for information from reviews as a consideration in choosing the right product.	3	0	6	32	79	4,53
4.	Customer reviews give me confidence in buying the product.	3	0	7	31	79	4,53
Promedio Mean							4,43

Source: Data processed by the researcher, 2025

Based on Table 3, the consumer review variable has a mean of 4.14, indicating that the majority of respondents strongly agree. The highest score (4.53) is found in the statement that reviews are the main source of information before making a purchase. Reviews are considered positive, informative, and trustworthy, thereby increasing confidence and encouraging purchase intentions for Le Minerale.

Table 4. Respondents' Responses to Brand Ambassador (X2)

No	Question	Answer Choices					
		STS	TS	N	S	SS	Mean
1.	I always check the reviews of the Indonesian National Team Brand	2	4	21	27	66	4,26



	Ambassador to know their impressions of the Le Minerale product.						
2.	I always check the Brand Ambassador reviews to ensure the product I buy is suitable.	1	4	15	35	65	4,33
3.	I always look at Brand Ambassador reviews to provide objective information in helping me choose the right product.	1	4	15	27	73	4,39
4.	After seeing the Brand Ambassador's review, I became confident in buying Le Minerale products.	3	4	15	23	75	4,36
Promedio Mean							4,34

Source: Data processed by the researcher, 2025

Based on Table 4, the Brand Ambassador variable has a total mean of 4.34, indicating that respondents strongly agree with its role. The highest values are found in statement number three (4.39) and number four (4.36), which indicate that reviews from Brand Ambassadors are considered informative, convincing, and capable of instilling confidence in purchasing decisions.

Table 5. Respondents' Responses to Purchase Intention (Y)

No	Question	Answer Choices					Mean
		STS	TS	N	S	SS	
1.	After seeing consumer reviews, it increases my likelihood of buying Le Minerale products.	1	2	14	29	74	4,44
2.	If I intend to buy bottled water, I will choose Le Minerale.	0	4	14	22	80	4,48
3.	The likelihood of me buying Le Minerale products is very high.	0	4	16	19	81	4,48
4.	I am ready to buy Le Minerale products.	0	4	10	26	80	4,52
Promedio Mean							4,48

Source: Data processed by the researcher, 2025

Based on Table 5, the purchase intention variable has a total mean of 4.48, indicating a very high level of respondent agreement. The highest value is found in the



statement at 4.52, which indicates the respondents' strong readiness and tendency to purchase Le Minerale products.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta		
				T		
1	(Constant)	2.778	.950		2.923	.004
	X1	.638	.078	.627	8.179	.000
	X2	.221	.067	.252	3.285	.001

a. Dependent Variable: Y

Source: Data processed by the researcher, 2025

Based on table 6, the constant is known to be 2.778 with a Consumer Review value of 0.638 and a Brand Ambassador value of 0.221. Based on these values, the following regression equation is obtained:

$$Y = 2,778 + 0,638 X1 + 0,221 X2$$

Based on the regression calculation results above, the Consumer Review variable (X1) and Brand Ambassador variable (X2) each have positive and significant coefficient values. This means that the more effective the role of Consumer Reviews (X1) and the higher the intensity of Brand Ambassadors (X2), the more they will influence the Purchase Intention (Y) of Le Minerale products.

Hypothesis Testing

Table 7. Hypothesis Test Results (t-test)

No.	Variable	t-Count	t-Table	Sig.	Explanation
1.	There is a positive influence of Consumer Reviews	8,179	1,980	0,000	Accepted



	on Purchase Intention.				
2.	There is a positive influence of Brand Ambassador on purchase intention.	3,285	1,980	0,001	Accepted

Source: Data processed by the researcher, 2025

Based on Table 7. above, to determine the extent of the influence of each independent variable partially on the dependent variable, the following is observed:

1. The Consumer Review variable (X1) has a t-statistic $> t\text{-table}$ ($8.179 > (1.980)$) and a significant value of $0.000 < 0.05$. This indicates that there is a positive and significant partial influence of the Consumer Review variable on Purchase Intention.
2. The Brand Ambassador variable (X2) has a t-statistic $> t\text{-table}$ ($3.285 > (1.980)$) and a significant value of $0.001 < 0.05$. This indicates that there is a positive and significant partial influence of the Brand Ambassador variable on Purchase Intention.

Simultaneous Test

Table 8. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	773.193	2	386.597	130.738	.000b
	Residual	345.973	117	2.957		
	Total	1119.167	119			

a. Dependent Variable: Intention to Buy (Y)

b. Predictors: (Constant), Consumer Review Variable (X1), Brand Ambassador (X2)

Source: Data processed by the researcher, 2025

Based on Table 8, the F-count value of 130.738 is greater than the F-table value of 3.073 with a significance level of $0.000 < 0.05$. This indicates that the Consumer Review variable (X1) and Brand Ambassador (X2) simultaneously have a positive and significant effect on Purchase Intention (Y).



Coefficient of Determination Test**Table 9. Results of the Coefficient of Determination (R²) Analysis**

<i>Model</i>	<i>R</i>	<i>RSquare</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.831	0.691	0.686	1.71960

Source: Data processed by the researcher, 2025

Based on Table 9, the Adjusted R Square value is 0.686 or 68.6%, which means that 68.6% of the variation in the purchase intention of Le Minerale products can be explained by the Consumer Reviews and Brand Ambassador variables in this research model. Meanwhile, the remaining 31.4% is influenced by other factors outside the variables studied.

DISCUSSION**The Influence of Consumer Reviews on Purchase Intentions for Le Minerale Products**

Based on the research findings, the Consumer Review variable (X1) has been proven to have a positive and significant effect on the Purchase Intention (Y) of Le Minerale products. The descriptive analysis results show that all consumer review indicators have mean values in the very high category, indicating that respondents provide positive assessments and actively utilize reviews as a source of information before making a purchase.

Consumer reviews are perceived to provide information about the quality, benefits, and usage experiences of the product by other consumers, thereby reducing uncertainty and risk in the decision-making process. The high level of respondent agreement indicates that reviews play a role in building trust and reinforcing confidence in the product. Thus, the more positive the reviews received, the higher the purchase intention of consumers toward Le Minerale. This finding is in line with consumer behavior theory, which asserts that information from other users can influence a person's attitude and purchase interest toward a product.



The Influence of Brand Ambassadors on Purchase Intentions for Le Minerale Products

The research results show that the Brand Ambassador variable (X2) of the Indonesian National Team has a positive and significant effect on the Purchase Intention (Y) of Le Minerale products. This is reflected in the mean values of all Brand Ambassador indicators, which fall into the very high category, indicating that respondents give positive assessments of the role and presence of the Brand Ambassador in promoting the product.

The Indonesian National Team Brand Ambassador is perceived to have a good image, high credibility, and strong appeal, making them capable of delivering product messages more convincingly and persuasively. The information and impression conveyed by the Brand Ambassador are considered to help respondents build confidence and facilitate the product selection process. Thus, the more effective the role of the Brand Ambassador used, the higher the consumer purchase intention toward Le Minerale products. This finding emphasizes that selecting the right Brand Ambassador is an effective marketing strategy in increasing consumer purchase intention.

CONCLUSION AND RECOMMENDATIONS

Based on the research results and discussion regarding the influence of consumer reviews and the Indonesian National Team Brand Ambassador on the purchase intention of Le Minerale products, it can be concluded that consumer reviews have a positive effect on purchase intention. The mean value, which falls into the very high category, indicates that respondents view reviews as an important and credible source of information, thereby enhancing confidence in the purchasing decision-making process. The more positive the reviews received, the higher the tendency of consumers' purchase intentions toward the Le Minerale product.

Additionally, the Brand Ambassador of the Indonesian National Team has also proven to have a positive influence on purchase intention. The high ratings from respondents indicate that the figure of the Indonesian National Team has a positive image, credibility, and appeal that can strengthen consumer perception and encourage an increase in purchase intention. Simultaneously, consumer reviews and Brand Ambassadors play an important role in shaping perceptions and increasing purchase intentions toward Le Minerale products. These findings indicate that marketing strategies utilizing consumer reviews and the selection of the right Brand Ambassador can be supporting factors in driving purchase interest.



Based on that conclusion, the company is advised to continue maintaining product quality and encourage consumers to provide honest and positive reviews. Optimizing the role of Brand Ambassadors as informative and persuasive communication media is also necessary to enhance consumer trust and purchase intention. Consumers are expected to wisely utilize information from reviews and Brand Ambassadors before making a purchase decision. Meanwhile, future research is recommended to include additional variables such as price, product quality, or brand image, and to expand the research subjects so that the results obtained are more comprehensive and can be more widely generalized.

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