

**THE INFLUENCE OF BRAND IMAGE AND BRAND AMBASSADOR ON  
REPURCHASE DECISIONS OF LEMONILO WITH CUSTOMER  
SATISFACTION AS INTERVENING VARIABLE**

**ABSTRACT**

This study aims to analyze the influence of Brand Image and Brand Ambassador on the Repurchase Decision of Lemonilo instant noodles with Consumer satisfaction as an intervening variable.

This study uses primary data. Data was collected using a questionnaire that had been tested and distributed to 100 respondents who had consumed Lemonilo instant noodles more than once and lived in Greater Jakarta. Determination of the sample taken by purposive sampling technique. Data processing is done with SmartPLS 4.0 software. Data analysis includes: (1) Outer Models, namely validity tests (Convergent Validity, Discriminant Validity, and Average Variance Extracted (AVE)), reliability tests (Composite Reliability, and Cronbach's Alpha), and (2) Inner Models: R-Square (R<sup>2</sup>), Predictive Relevance (Q<sup>2</sup>), F-Square (f<sup>2</sup>), Path Coefficients and Specific Indirect Effects.

Path Coefficients analysis indicates that (1) Brand Image has positive and significant effect on Consumer Satisfaction, (2) Brand Ambassador has no significant effect on Consumer Satisfaction, (3) Brand Image has positive and significant effect on Repurchase Decision, (4) Brand Ambassador has no significant effect on Repurchase Decision, (5) Consumer Satisfaction has positive and significant effect on Repurchase Decision. The results of the Specific Indirect Effect test show that (1) Consumer Satisfaction has positive and significant effect as an intervening variable in the relationship between Brand Image and Repurchase Decisions, (2) Consumer Satisfaction has insignificant effect as intervening variable in the relationship between Brand Ambassador and Repurchase Decisions.

Keywords: Brand Image, Brand Ambassador, Repurchase Decisions, Customer Satisfaction.

(V+ 113 + Attachments)

Bibliography (2019 – 2022)