

ABSTRACT

White coffee is one of the innovations of coffee which is being favored by the community nowadays. White coffee trends in packaging in Indonesia make a lot of industry players who produce black coffee switch to produce white coffee. Nowadays the trend of drinking coffee is not only for the old generation, but also in youth generation. This phenomenon makes every company do various ways to make consumers interested to purchase their products. One of the strategies is to use a popular brand ambassador among young people and inviting international celebrity. This study aims to analyze the influence of brand ambassador, sales promotion, and word of mouth on brand image and the influence of brand ambassador, word of mouth, and brand image of purchasing decision.

The sample used in this research was Diponegoro University students who have ever bought and consumed at least 1 times Luwak White Koffie product, and have seen Luwak White Koffie advertisement with brand ambassador Lee Min Ho both print and electronic media. A number of samples in this study were 187 respondents. The analysis technique in this research was the technique of Structural Equation Model (SEM) with AMOS 22.0 program.

The study shows that brand ambassador, sales promotion, and word of mouth have a positive and significant to brand image. The higher rating to brand ambassador, sales promotion, and word of mouth, it would be higher on the rating of brand image Luwak White Koffie. Brand ambassador, word of mouth, and brand image has significant positively to purchase decision. The higher of rating to brand ambassador, word of mouth, and brand image will be higher of purchase decision of Luwak White Koffie.

Keywords: brand ambassador, sales promotion, word of mouth, brand image, purchase decision