

***Analysis of Brand Image as a Mediator of Purchase Intention for
Cotti Coffee in Jabodetabek***

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Abstract

This study aims to analyze the influence of location, brand ambassadors, and electronic word-of-mouth on purchase intention for Cotti Coffee in the Jabodetabek area, with brand image serving as a mediating variable. A quantitative approach was employed, with data collected via online questionnaires using Google Forms. The sample consisted of 177 Generation Z respondents residing in Jabodetabek who were aware of Cotti Coffee. Non-probability sampling was used, specifically the purposive sampling method. Data were analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS) via SmartPLS 4.1.1.8. The results indicate that electronic word-of-mouth, and brand image have a positive and significant effect on purchase intention, whereas location and brand ambassadors do not have a significant effect. Furthermore, brand image was found to mediate the influence of location, brand ambassadors, and electronic word-of-mouth on purchase intention. Brand image acts as a partial mediator for the relationships involving location and electronic word-of-mouth, and as a full mediator for the relationship involving brand ambassadors regarding purchase intention for Cotti Coffee.

Keywords: *Brand Ambassador, Brand Image, Cotti Coffee, Electronic Word of Mouth, Location, Purchase Intention*

Analisis Citra Merek Sebagai Mediator Terhadap Minat Beli Cotti Coffee di Jabodetabek

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh lokasi, *brand ambassador*, dan *electronic word of mouth* terhadap minat beli Cotti Coffee di Jabodetabek, dengan citra merek sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan data diperoleh melalui penyebaran kuesioner secara daring menggunakan Google Form. Sampel penelitian berjumlah 177 responden Generasi Z yang berdomisili di Jabodetabek dan mengetahui Cotti Coffee. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) melalui SmartPLS 4.1.1.8. Hasil penelitian menunjukkan bahwa *electronic word of mouth*, dan citra merek berpengaruh positif dan signifikan terhadap minat beli. Lokasi dan *Brand ambassador* tidak berpengaruh signifikan terhadap minat beli. Selanjutnya, citra merek terbukti memediasi pengaruh lokasi, *brand ambassador*, dan *electronic word of mouth* terhadap minat beli. Mediasi variabel citra merek bersifat parsial pada hubungan lokasi dan *electronic word of mouth* terhadap minat beli, serta bersifat mediasi penuh pada hubungan *brand ambassador* terhadap minat beli Cotti Coffee.

Kata kunci: *Brand Ambassador*, Citra Merek, Cotti Coffee, *Electronic Word of Mouth*, Lokasi, Minat Beli