

ABSTRACT

The F&B (Food and Beverage) business is currently experiencing rapid growth in Indonesia. One popular branch of the F&B business is contemporary beverages. Menantea is one of the contemporary beverage businesses with the first fruit tea concept in Indonesia, which experienced rapid growth in its early establishment in 2021. Menantea reached its 100th branch in various cities in Indonesia in less than a year. However, starting from 2023, Menantea began to experience a significant decrease in the number of branches. This indicates a decline in the number of customers in various branches, causing them to close. Several factors need to be considered by Menantea in enhancing consumer purchasing decisions, namely influencer marketing, brand image, and online customer reviews. There are inconsistencies in previous studies, which form the basis for this research.

This study aims to examine and prove that influencer marketing, brand image, and online customer reviews have an impact on consumer purchasing decisions. Data collection in this study involved 150 respondents with the main criteria being aged 17 years and above and having purchased Menantea products at least once. The data obtained were then analyzed using the structural equation model (SEM) method with the AMOS (Analysis Moment of Structural) program.

Based on the results of the research conducted, it was found that influencer marketing has a positive and significant effect on purchasing decisions. Additionally, brand image was also proven to have a positive and significant effect on purchasing decisions. Lastly, online customer reviews have a positive and significant effect on purchasing decisions.

Keywords: influencer marketing, brand image, online customer review, purchase decisions.

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