

ABSTRACT

This study is motivated by the global boycott movement against multinational products, including PT Nestlé Indonesia, which has led to declining consumer loyalty and brand image, particularly in Muslim-majority markets. Marketing through brand ambassadors is one strategy to maintain brand image and purchase intention for Bear Brand and Nescafe. This study aims to analyze the influence of brand ambassadors and religiosity on brand image and purchase intention, with brand image as a mediating variable in the context of the boycott issue.

A quantitative approach with a causal method was used, and data were collected via questionnaires from 400 respondents in Bandar Lampung using purposive sampling. Data analysis employed Structural Equation Modeling with the Partial Least Square (SEM-PLS) method. The findings indicate that brand ambassadors do not significantly affect brand image or purchase intention. In contrast, religiosity has a negative and significant influence on both, suggesting that highly religious consumers tend to perceive the brand more negatively and lower their purchase intention. Brand image has a significant positive effect on purchase intention and mediates the negative effect of religiosity on purchase intention. The study recommends that PT Nestlé Indonesia shift its marketing focus from celebrity endorsements to communications emphasizing product quality, halal certification, and alignment with local religious values.

Keywords: Brand Ambassador, Religiosity, Brand Image, Purchase Intention, Boycott