

Research Article

The Role of Brand Experience as an Intervening Variable in The Effect of Brand Ambassador on Repurchase Intention

(A Study of Consumers of Menantea Branded Tea Beverage Products)

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Abstract: The intense competition in the ready-to-drink beverage industry necessitates robust marketing strategies to stimulate consumer repurchase intention. This study examines the effect of brand ambassadors on re-purchase intention, both directly and indirectly through brand experience as an intervening variable, specifically among Menantea consumers in Denpasar. Theoretically, this research adopts the Stimulus–Organism–Response (SOR) model, positioning the brand ambassador as the stimulus, brand experience as the organism, and repurchase intention as the response. Using a quantitative approach and PROCESS Macro Model 4 analysis on 90 respondents, the results indicate that brand ambassadors have a positive and significant effect on both repurchase intention and brand experience. Furthermore, brand experience significantly affects repurchase intention and acts as a partial mediator in the relationship. These findings confirm the SOR framework, suggesting that the effectiveness of a brand ambassador (stimulus) in driving repurchase behavior (response) is heavily dependent on the consumer's internal perceived brand experience (organism). Consequently, companies must ensure that promotional activities involving brand ambassadors consistently create positive and meaningful brand experiences to sustain long-term repurchase behavior.

Keywords: Brand Ambassador; Brand Experience; Consumer Behaviour; Repurchase Intention; SOR Model.

1. Introduction

Influencer marketing strategies have become one of the most effective and innovative approaches in affecting consumer behavior today (Iwan et al., 2025). Agustian et al. (2023) define influencer marketing as an important strategy capable of providing substantial benefits for businesses because influencers act as intermediaries between brands and relevant and active audiences. Along with the development of this strategy, many brands have shifted from one-time influencer collaborations to long-term partnerships known as brand ambassadorship, in which public figures and brands work together on a continuous basis to build consumer loyalty (Ahmed & Rathore, 2024).

Based on data from the Influencer Marketing Benchmark Report (2025), from 2024 to 2025 the global influencer marketing industry is projected to experience an increase of 35.63%. This surge is driven by the increasing investment of companies in influencer-led campaigns, as well as the utilization of artificial intelligence based technology to optimize promotional strategies. Influencer marketing trends are not only observed globally but are also reflected in Indonesia, which is included among the countries with the highest levels of influencer marketing activity worldwide, as shown in the following data.

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Table 1. Number of Influencer Marketing Posts in Five Countries with the Highest Activity

Countries	Count of Posts	Percentage
United States	18,903,860	22.7%
Brazil	12,034,485	14.5%
India	5,576,769	6.7%
Indonesia	3,104,724	3.7%
United Kingdom	2,818,065	3.4%

Source: Influencer Marketing Benchmark Report (2025)

Globally, influencer-based marketing activities demonstrate a very broad distribution across countries. Based on data from the Influencer Marketing Benchmark Report (2025), the United States contributes the largest share of influencer marketing activity, with approximately 18.9 million posts or 22.7% of the global total. This is followed by Brazil with 14.5%, India with 6.7%, Indonesia with 3.7%, and the United Kingdom with 3.4%. These data indicate that Indonesia is among the top five countries with the highest influencer marketing activity in the world.

One business entity that has emerged and experienced growth in line with the positive development of influencer marketing activities is Menantea. Menantea is an F&B business owned by influencer Jerome Polin and his older brother, Jehian Panangian, which was established in April 2021 with a concept of innovative tea beverages and snacks priced between IDR 15,000 and IDR 28,000. This business gained high exposure due to Jerome Polin's popularity as an educator and YouTuber of "Nihongo Mantappu", who leveraged his large Instagram following to build a brand image that is close to the audience through influencer marketing strategies.

Through interactive content and a unique personal approach, Menantea successfully created emotional closeness with consumers, enabling aggressive expansion within a short period. This success is evidenced by the opening of more than 200 outlets spread across major cities in Indonesia, including Jakarta, Bandung, Surabaya, and expansion into Bali Province (Bizhare, 2026).

However, this rapid growth was not accompanied by business performance stability, which resulted in the closure of many outlets across various regions. In Bali, as of 2025, only the Menantea Gunung Agung outlet in Denpasar remains operational. This phenomenon highlights the need for field observation and comparison with similar brands to evaluate Menantea's market position amid competition in the tea beverage industry.

Table 2. Number of Tea Beverage Brand Outlets in Bali Province.

Brand	Number of Outlets
Mixue Ice Cream & Tea	61
Es Teh Indonesia	28
Chatime	20
Menantea	1

Source: Processed data, 2025

Based on these data, Mixue is the tea beverage brand with the highest number of outlets in Bali, indicating that the brand is widely recognized and has significant market penetration. In contrast, Menantea has only one outlet in Bali, indicating low exposure. In addition, the drastic decline in Menantea's daily revenue to between IDR 15,000 and IDR 109,000 per day reflects low consumer repurchase intention, which directly threatens the sustainability of outlet operations (Nurhayati, 2023).

Based on this phenomenon, celebrities who represent brand image and play a crucial role in the image transfer process constitute an effective group in affecting consumer purchasing behavior (Sotirofski & Moisiu, 2023). However, this must be balanced with the optimization of promotional activities carried out by celebrities. Sotirofski and Moisiu (2023) also state that celebrities appearing in advertisements, using products, and providing satisfaction testimonials can enhance the credibility of brand messages in the eyes of

consumers. This not only strengthens consumer trust but also facilitates brand recognition and memory retention, which can trigger consumer loyalty.

A study by Naili et al. (2025) adds evidence that brand ambassadors are not merely promotional icons, but strategic relational assets that help humanize brands and strengthen long-term consumer bonds. Relying on well-known celebrities as brand ambassadors is expected to increase consumer engagement in improving profits through purchasing activities (Singgih et al., 2024). In addition, with the assistance of brand ambassadors, companies are supported in strengthening consumer memory related to brand image (Widyasari & Suparna, 2022). Therefore, the more appropriate the use of celebrities as brand ambassadors, the higher the intensity of consumer repurchase intention supported by a strong brand image formed in the minds of consumers.

On the other hand, the presence of a brand ambassador does not only serve as a communication tool to increase initial sales, but also becomes a primary source of stimulus that can shape brand experience and subsequently trigger consumer loyalty. Consumers' positive perceptions of brand ambassadors function as determinants that allow the generalization of positive attitudes toward products associated with the figure, one of which is an increase in the positive brand experience perceived by consumers (Wardani & Nugraha, 2022). The presence of a brand ambassador such as Jerome Polin at Menantea serves as a primary stimulus in shaping brand experience, which includes consumers' sensory, affective, intellectual, and behavioral responses (Brakus et al., 2009). Through active interaction strategies on social media, this role functions not only as a marketing communication tool, but also aims to build relational closeness with consumers to create long-term brand loyalty (Sutandi & Aulia, 2023).

Based on the above explanation, this study aims to provide an overview of the relationship between brand ambassador and repurchase intention, with brand experience as an intervening variable. Research by Resmi et al. (2025) found that brand ambassadors have a positive but insignificant effect on repurchase intention for Azarine sunscreen products. Furthermore, Le et al. (2025) reported that the relationship between brand experience and repurchase intention is insignificant in the F&B industry in Vietnam. The limited number of studies examining these three variables simultaneously and the inconsistency of previous findings indicate a research gap. Therefore, this study seeks to provide a conceptual contribution by positioning brand experience as a mediator that explains how the effect of public figures on repurchase behavior is formed.

2. Literature Review

Stimulus–Organism–Response (SOR) Model

The Stimulus–Organism–Response (SOR) model is a theoretical framework used to explain how individuals respond to environmental stimuli through internal psychological mechanisms (Mehrabian & Russell, 1974). Kamilah et al. (2025) explain that structurally, this model consists of three main elements, namely stimulus, organism, and response.

The Stimulus–Organism–Response (SOR) framework in this study positions the brand ambassador as the stimulus, brand experience as the organism, and repurchase intention as the response. Stimulus refers to external cues received by consumers that are capable of affecting their internal psychological conditions (Jacoby, 2002). In this study, the stimulus is represented by the brand ambassador construct (Claresta & Suprpto, 2025), which is understood as an external factor that delivers brand messages and shapes consumers' initial perceptions and attitudes through trustworthiness, attractiveness, and expertness (Munnukka et al., 2016).

Furthermore, brand experience reflects the organism aspect within the SOR framework (KR & Venkatesan, 2020), which represents consumers' internal conditions formed after processing the received stimulus (Jacoby, 2002). The organism describes individuals' affective and cognitive responses as a result of exposure to external stimuli (Mehrabian & Russell, 1974). Brand experience in the context of this study reflects the accumulation of consumers' sensory, emotional, and cognitive experiences arising from interactions with brand ambassadors and the brand communication that is established (Brakus et al., 2009).

The final stage in the SOR model is response (Mehrabian & Russell, 1974), which represents consumers' behavioral tendencies after internal conditions have been formed (Jacoby, 2002). Repurchase intention is positioned as the response (Li et al., 2025), as it reflects

behavior that emerges as a reaction to the stimulus received by consumers in the form of a satisfying brand experience (Rivaldy et al., 2025). Therefore, repurchase intention is considered a logical response to external stimuli that successfully form a positive and meaningful brand experience (Li et al., 2025).

Brand Ambassador

Lea-Greenwood (2012) defines a brand ambassador as a tool used by companies to communicate and connect products with consumers, as well as how a brand ambassador increases company product sales. Brand ambassadors promote products by introducing their features and benefits to consumers, while also providing explanations regarding how to use the products (Wulandari et al., 2021). This study uses indicators from Munnukka et al. (2016), who state that there are dimensions to measure the effectiveness of brand ambassadors in affecting consumers, consisting of trustworthiness, expertness, and attractiveness.

Brand Experience

Brand experience is defined as sensations, feelings, cognitions, and behavioral responses that arise due to brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment in which the brand is present (Brakus et al., 2009). Schmitt (2009) states that brands should not only offer functional benefits, but also provide real experiences that touch emotions and create emotional engagement with consumers. This study uses indicators from Brakus et al. (2009), which highlight three main dimensions of brand experience, namely sensory, affective, and cognitive.

Repurchase Intention

Repurchase intention is a component of customer purchasing behavior when the performance of goods or services provided by a business attracts customers to use them again in the future (Putri et al., 2024). This concept reflects consumers' tendency to voluntarily make repeat purchases based on their experiences with products or services previously consumed. Continuous repurchase intention indicates the presence of loyal consumers who have positive experiences with the products or services offered (Yasa & Kusumadewi, 2024). This study uses indicators based on the research conducted by Lin and Lekhawipat (2014), which state that repurchase intention can be measured through three main indicators, namely repurchase planning, repurchase likelihood, and repurchase expectation.

The Effect among variables

A number of previous studies indicate a positive and significant relationship between brand ambassador and repurchase intention. Prameswari (2024) states that brand ambassador has a positive and significant effect on repurchase intention for Wardah beauty products. Furthermore, research by Lianda et al. (2025) proves that there is a positive and significant effect between brand ambassador and repurchase intention. These findings explain that the more appropriate the use of a Korean brand ambassador, the higher the level of consumers' repurchase intention. Trusted public figures are able to instill confidence in consumers, thereby encouraging them to engage in repurchase behavior due to emotional attachment to the brand they represent (Miftakhurrohman, 2023). Thus, the following hypothesis is formulated:

H1: There is a positive and significant effect of brand ambassador on repurchase intention.

Brand ambassador acts as an external stimulus that triggers consumers' internal responses toward a brand, one of which is brand experience. According to Brakus et al. (2009), brand experience consists of sensory, affective, intellectual, and behavioral responses that arise as a result of stimuli related to brand identity, communication, and interaction. The initiative to use celebrities as brand ambassadors is implemented based on several strategic considerations, including strengthening emotional resonance between consumers and the brand (Ahmed & Rathore, 2024). By demonstrating product benefits, explaining usage procedures, and clearly conveying usage experiences, a brand ambassador can help consumers gain a deeper understanding of the brand and create a stronger brand experience (Che et al., 2025). Therefore, the presence of an attractive, credible, and brand-image-congruent brand ambassador can generate positive experiences through emotional interaction, perceived value, and consumer engagement with the brand. Research by Indriyanti et al. (2025) further explains how public figures (brand ambassadors) affect trust and emotional connection, which are important components of brand experience. Thus, the following hypothesis is formulated:

H2: There is a positive and significant effect of brand ambassador on brand experience.

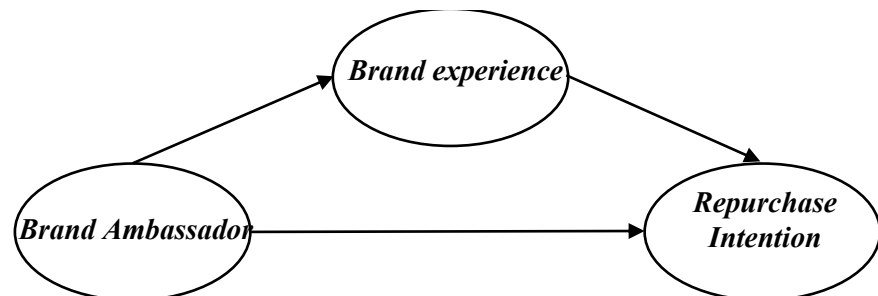
Positive consumer experiences with a brand can strengthen loyalty and retention, which ultimately encourage repurchase behavior within the context of relationship marketing (Rosário & Casaca, 2023). Findings by Puteri et al. (2025) reveal that brand experience has a positive and significant effect on repurchase intention among consumers of healthy instant noodle products. In addition, research by Mnqanqeni and Shava (2023) emphasizes that brand experience is an important predictor in shaping customer repurchase intentions in the South African retail market. Even in the cosmetics context, Rahmawati (2024) also proves that brand experience has a significant effect on repurchase intention among users of Hanasui products. Overall, these results consistently indicate that the more positive consumers' experiences with a brand, the higher their tendency to engage in repurchase behavior. Thus, the following hypothesis is formulated:

H3: There is a positive and significant effect of brand experience on repurchase intention.

Brand ambassador plays an important role in shaping consumers' perceptions and experiences toward a brand in the context of modern marketing (Reddy et al., 2025). In addition, evaluating the long-term effect of brand ambassador utilization on brand perception, consumer experience, and repurchase intention is essential to understand how the effectiveness of such campaigns contributes to consumer loyalty (Okonkwo & Namkoisse, 2023). When these experiences are consistent and meaningful, they have the potential to enhance consumer loyalty and strengthen repurchase intention. Rachmad (2024) reveals that by building credibility and demonstrating expertise, influencers or brand ambassadors can create more meaningful brand experiences and contribute to long-term loyalty. Thus, the following hypothesis is formulated:

H4: There is a positive and significant effect of brand ambassador on repurchase intention with brand experience as an intervening variable.

3. Materials and Method



Picture 1. Research Model.

Source: Developed by the author, 2025

This study is an associative quantitative research. This design was selected because it is appropriate for addressing the research problem, which focuses on examining the effect of the independent variable (brand ambassador) on the dependent variable (repurchase intention), both directly and indirectly through the intervening variable (brand experience). This study employs a non-probability sampling method using purposive sampling technique. The data source is primary data obtained from individuals who have direct experience in purchasing Menantea products in Denpasar City. Data were collected through the distribution of questionnaires developed based on indicators for each research variable. The questionnaire was constructed using indicators that had been validated in previous studies. The brand ambassador variable was measured using indicators of trustworthiness, expertness, and attractiveness adapted from Munnukka et al. (2016). The brand experience variable was measured using sensory, affective, and cognitive dimensions developed by Brakus et al. (2009). Meanwhile, the repurchase intention variable was measured using indicators of repurchase planning, repurchase likelihood, and repurchase expectation referring to Lin and Lekhawipat (2014). The questionnaire was structured and closed-ended, using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" (Sugiyono, 2023). Prior to further data analysis, validity and reliability tests were conducted to ensure that the variables

were measured accurately (valid) and consistently (reliable). Inferential data analysis in this study was conducted using PROCESS Macro developed by Andrew F. Hayes. This method is a regression-based approach used to analyze direct effects and indirect effects through a mediation process (Hayes, 2012).

4. Results and Discussion

Research results

Prior to further analysis, all research instruments were tested to ensure their validity and reliability. Based on the Pearson correlation test results, all indicators (X1–X6, I1–I6, and Y1–Y3) showed calculated correlation values ranging from 0.524 to 0.813, all of which exceeded the r-table value of 0.361. With a significance value of 0.000, all statement items were declared valid (Brase & Brase, 2016), as presented in Table 3. Based on the data presented, the Cronbach's Alpha test results indicate that the repurchase intention variable has the highest reliability value (0.883), followed by brand experience (0.874), and brand ambassador (0.831). Since all values exceed the minimum threshold of 0.60, the instruments are declared reliable (Brase & Brase, 2016). A summary of the analysis results is presented in the following table.

Table 3. Validity and Reliability Test Results for Each Variable.

Variable	Validity				Reliability			
	Indicator	r count	Sign.	r table	Information	Cronbach's Alpha Value	Standardization Value	Information
Brand Ambassador	X1	0.599	0,000	0.361	Valid	0.831	0.6	Reliable
	X2	0.694	0,000	0.361	Valid			
	X3	0.556	0,000	0.361	Valid			
	X4	0.688	0,000	0.361	Valid			
	X5	0.603	0,000	0.361	Valid			
	X6	0.524	0,000	0.361	Valid			
Brand Experience	I1	0.701	0,000	0.361	Valid	0.874	0.6	Reliable
	I2	0.730	0,000	0.361	Valid			
	I3	0.755	0,000	0.361	Valid			
	I4	0.680	0,000	0.361	Valid			
	I5	0.666	0,000	0.361	Valid			
	I6	0.698	0,000	0.361	Valid			
Repurchase Intention	Y1	0.735	0,000	0.361	Valid	0.883	0.6	Reliable
	Y2	0.813	0,000	0.361	Valid			
	Y3	0.732	0,000	0.361	Valid			

Source: Processed primary data, 2026

Hypothesis testing was conducted using the mediation analysis of PROCESS Macro Model 4 developed by Andrew F. Hayes. A summary of the analysis results is presented in the following table.

Table 4. Results of Direct and Indirect Effect Testing.

Track	Coefficient	SE	t	Sig.	LLCI	ULCI
X → Y	0.1570	0.0666	2,3570	0.0207	0.0246	0.2894
X → M	0.6848	0.0811	8,4414	0.0008	0.5236	0.8460
M → Y	0.3043	0.0651	4.6763	0.0000	0.1749	0.4336
X → M → Y	0.2084	0.0488			0.1181	0.3140

Source: Processed primary data, 2026

Based on Table 4, brand ambassador has a significant direct effect on repurchase intention. The coefficient value of 0.1570 with a t-value of 2.3570 ($t > 1.96$) indicates a positive effect between brand ambassador and repurchase intention, while the significance value of 0.0207 (< 0.05) confirms that the effect is statistically significant (Hayes, 2012). This finding indicates that the more positive consumers' perceptions of the brand ambassador, the higher their intention to engage in repurchase behavior.

The effect of brand ambassador on brand experience is proven to be positive and significant. The coefficient value of 0.6848 with a t-value of 8.4414 ($t > 1.96$) indicates a positive relationship between brand ambassador and brand experience, while the significance value of 0.0008 (< 0.05) confirms a significant effect (Hayes, 2012). This result indicates that a credible, attractive, and relevant brand ambassador is able to create a better brand experience in the minds of consumers.

The test results of brand experience on repurchase intention show a positive and significant effect. The coefficient value of 0.3043 with a t-value of 4.6763 ($t > 1.96$) proves that brand experience has a positive effect on repurchase intention, while the significance value of 0.0000 (< 0.05) indicates a significant effect between the two variables (Hayes, 2012). This finding indicates that positive, enjoyable, and memorable brand experiences directly increase consumers' intention to repurchase products in the future, emotionally, sensorily, and cognitively.

The indirect effect of brand ambassador on repurchase intention through brand experience has a coefficient value of 0.2084, with a confidence interval of LLCI = 0.1181 and ULCI = 0.3140 that does not include zero, indicating a positive and significant effect (Hayes, 2012). This result shows that brand experience acts as an intervening variable in the relationship between brand ambassador and repurchase intention. This means that brand ambassador not only affects repurchase intention directly, but also indirectly through the formation of positive brand experience among consumers.

Discussion

The Effect of Brand Ambassador on Repurchase Intention

Based on the results of hypothesis testing, this study shows that brand ambassador has a positive and significant effect on repurchase intention for the Menantea brand. These results indicate that the more positive consumers' perceptions of the Menantea brand ambassador, the higher their intention to engage in repurchase behavior (Beralldy et al., 2025). The significance of this relationship demonstrates that brand ambassador not only plays a role in attracting consumers' initial attention, but is also capable of affecting consumers' decisions to repurchase Menantea products. This positive effect can be explained through the ability of the Menantea brand ambassador to build consumer trust and confidence in the brand (Liaqat, 2023). A trustworthy brand ambassador with expertise and attractiveness is able to create the perception that Menantea products have good quality and are worthy of repeat consumption. This finding is consistent with research by Prameswari (2024), which states that brand ambassador has a positive and significant effect on repurchase intention for Wardah beauty products. Furthermore, research by Lianda et al. (2025) proves that there is a positive and significant effect between brand ambassador and repurchase intention. These findings explain that the more appropriate the use of a Korean brand ambassador, the higher consumers' repurchase intention. Selecting a brand ambassador who aligns with the company's vision and mission and possesses expertise relevant to the products offered can build trust and affect purchasing decisions and customer loyalty (Ismawati & Prasetyo, 2024). Thus, the Menantea brand ambassador functions not only as a promotional tool, but also as a strategic element in retaining consumers and encouraging sustainable repurchase behavior (Naily et al., 2025).

The Effect of Brand Ambassador on Brand Experience

Based on the results of hypothesis testing, this study shows that brand ambassador has a positive and significant effect on brand experience for the Menantea brand. This result indicates that increasingly positive consumer perceptions of the Menantea brand ambassador are followed by an improvement in the brand experience perceived by consumers. The significance of this effect shows that brand ambassador plays an important role in shaping how consumers perceive and evaluate their interactions with the Menantea brand. A Menantea brand ambassador who possesses personality traits, communication skills, and appearance that align with brand identity is able to deliver a more enjoyable and meaningful brand experience for consumers. Brands can leverage these expectations by using social media

more effectively, particularly the brand ambassador's social media platforms, to enhance brand experience (Cruikshank, 2018). In addition, the Menantea brand ambassador serves as a tangible representation of brand values and personality, thereby helping consumers build a more holistic brand experience. The results of this study are consistent with the statement by Brakus et al. (2009), who argue that brand experience consists of sensory, affective, intellectual, and behavioral responses that arise from stimuli related to brand identity, communication, and interaction. Interactions between the Menantea brand ambassador and consumers are able to create stimuli that affect consumers' perceptions of their experience with the Menantea brand. This finding is also in line with the study by Cruikshank (2018), which reveals that companies seeking to enhance emotional brand experience should select celebrities who are authentic and aligned with the product or product category.

The Effect of Brand Experience on Repurchase Intention

Based on the results of hypothesis testing, this study shows that brand experience has a positive and significant effect on repurchase intention for the Menantea brand. These results indicate that the more positive the brand experience perceived by consumers, the higher their intention to engage in repurchase behavior. The significance of this effect confirms that consumers' cognitive evaluations and emotional connections are more likely to trigger repurchase intention when accompanied by memorable brand experiences (Kusumahadi & Rodhiah, 2025). Positive brand experience at Menantea is reflected in various aspects of consumer interaction with the brand, ranging from product appearance and advertising to the emotional impressions experienced during product consumption. Beyond functional aspects, brand experience also plays a role in building consumers' emotional attachment to the Menantea brand. This finding is consistent with research by Puteri et al. (2025), which found that brand experience has a positive and significant effect on repurchase intention among consumers of healthy instant noodle products. In addition, Mnqanqeni and Shava (2023) emphasize that brand experience is an important predictor in shaping customer repurchase intentions in the South African retail market. Even in the cosmetics context, Rahmawati (2024) also proves that brand experience has a significant effect on repurchase intention among users of Hanasui beauty products. Therefore, enhancing positive brand experience increases the likelihood that consumers will repurchase products from the brand (Cuong, 2025).

The Effect of Brand Ambassador on Repurchase Intention with Brand Experience as an Intervening Variable

has a positive and significant effect on repurchase intention through brand experience as an intervening variable for the Menantea brand. This result indicates that the effect of brand ambassador on repurchase intention does not occur solely through a direct pathway, but is also strengthened through the brand experience perceived by consumers. This finding is consistent with the SOR model, which states that individuals' behavioral responses do not occur directly as a result of external stimuli alone, but are first influenced by internal processes within the individual (Kexin & Teo, 2023). Brand ambassadors are supported in marketing literature as tools that affect brand perceptions and consumers' psychological factors. These perceptual changes are reflected in consumers' brand experience, which in turn has a positive effect on repurchase intention. For example, Carolin and Berlianto (2025) found that brand experience significantly increases repurchase intention, and Yuliani and Panasea (2025) demonstrate how brand perceptions formed by external elements can affect repurchase intention through mediating variables such as brand image.

Therefore, this study finds that brand experience acts as a mechanism that bridges the effect of brand ambassador on repurchase intention. Brand experience formed through the role of brand ambassador subsequently becomes an important factor that encourages the emergence of repurchase intention. Consumers who have positive brand experience tend to feel satisfied and develop emotional attachment to Menantea (Rahmawati, 2024). This experience leads consumers not only to recognize and like the brand, but also to develop the motivation to repurchase Menantea products in the future (Hidayat, 2023). Overall, the results of this study confirm that the success of the Menantea brand ambassador in increasing repurchase intention is highly dependent on their ability to build positive brand experience.

5. Conclusion

This study provides a comprehensive overview of the strategic role of brand ambassador in shaping consumers' repurchase behavior through brand experience within the ready-to-drink beverage industry. Referring to the Stimulus–Organism–Response (SOR) framework, this study confirms that the effectiveness of using public figures does not merely lie in their personal attractiveness, but rather in their ability to create meaningful and relevant brand experience for consumers (Cruikshank, 2018). The findings indicate that the interaction between brand ambassador, brand experience, and consumers' behavioral response in the form of repurchase intention represents an interrelated and contextual process, influenced by brand characteristics as well as communication strategies. The results further demonstrate that the success of influencer marketing strategies is highly dependent on the consistency of the brand experience perceived by consumers, rather than solely on the popularity of the brand ambassador employed (Aziza, 2024).

Differences in findings from previous studies may be attributed to other influencing factors. Research by Resmi et al. (2025), which found an insignificant relationship between brand ambassador and repurchase intention, focused on the beauty industry (Azarine sunscreen), where purchasing decisions are often more strongly driven by functional aspects and product efficacy (such as ingredient composition or skin compatibility) rather than the influence of a brand ambassador. Furthermore, findings by Le et al. (2025) in the food and beverage (F&B) industry in Vietnam reported an insignificant effect of brand experience on repurchase intention. This can be explained by differences in cross-country consumer behavior, where consumers in that context are more sensitive to other factors such as price or location rather than deep brand experience (Le et al., 2025). Therefore, this study enriches marketing literature by confirming that the effectiveness of branding strategies is highly dependent on industry context and the characteristics of the targeted audience.

Although the results show that the Menantea brand ambassador possesses high credibility and has a positive effect on brand experience and repurchase intention, the decline in actual sales observed in the field indicates that the utilization of brand ambassador in promotional strategies has not yet been optimized. Therefore, Menantea is advised to enhance the effectiveness of its promotional strategies by involving brand ambassador in a more intensive, consistent, and integrated manner, particularly through digital media, which serves as the primary communication channel with consumers.

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