

ABSTRAK

Brand image menjadi sangat penting karena salah satu faktor esensial dalam mempertahankan atau meningkatkan penjualan bisnis. Namun tidak semua pelaku bisnis mengerti dan memahami, *brand image* Es Teh Indonesia sempat terganggu akibat dampak dari peristiwa komentar atau kritik yang dilayangkan konsumen terhadap perusahaan Es Teh Indonesia di media sosial twitter, kemudian di respon oleh perusahaan Es Teh Indonesia dengan mensomasi. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* Es Teh Indonesia terhadap minat beli konsumen pada akun instagram @esteh.indonesia. Metode yang digunakan kuantitatif dengan teknik analisis data regresi linier sederhana. Pengambilan sampel menggunakan teknik *purposive sampling*. Jumlah sampel dihitung menggunakan rumus *Slovin*. Sehingga didapatkan 100 responden. Hasil perhitungan korelasi *product moment* menunjukkan nilai koefisien 0,935 dengan nilai signifikansi 0,000. Hasil perhitungan analisis regresi linier sederhana diperoleh nilai koefisien sebesar 0,864 yang menunjukkan terdapat pengaruh positif antara *brand image* dan minat beli. Penelitian menunjukkan hasil H_0 ditolak dan H_a diterima dengan uji signifikansi T sebesar 26,159 nilai determinasi R *Square* sebesar 87,5% yang menjelaskan terdapat pengaruh antara *brand image* Es Teh Indonesia terhadap minat beli konsumen di Yogyakarta melalui indikator *brand image* yakni, pengenalan, reputasi, daya tarik dan loyalitas. Sehingga *brand* Es Teh Indonesia yang sempat terganggu tidak mempengaruhi *brand image* Es Teh Indonesia itu sendiri dan tetap mempengaruhi pada minat beli. Faktor yang paling mempengaruhi minat beli ialah faktor loyalitas dan daya tarik.

Kata kunci: *Brand Image*, Minat Beli, Es Teh Indonesia

ABSTRACT

Brand image has become highly important as one of the essential factors in maintaining or increasing business sales. However, not all business practitioners understand and comprehend its significance. The brand image of Es Teh Indonesia was momentarily disrupted due to the impact of customer comments or criticisms on the company's Twitter platform, which was subsequently addressed by Es Teh Indonesia through legal actions. This research aims to ascertain the influence of Es Teh Indonesia's brand image on consumer purchase intentions on the @esteh.indonesia Instagram account. The research employed a quantitative method with a simple linear regression data analysis technique. Sample selection was conducted using the purposive sampling technique, resulting in 100 respondents determined through the Slovin formula. The calculation of Pearson's product-moment correlation revealed a coefficient of 0.935 with a significance value of 0.000. The results of the simple linear regression analysis yielded a coefficient of 0.864, indicating a positive influence between brand image and purchase intentions. The research supports the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a) with a significance test value of T at 26,159. The determination coefficient (R Square) was 87.5%, explaining the influence of Es Teh Indonesia's brand image on consumer purchase intentions in Yogyakarta through brand image indicators, namely, recognition, reputation, attractiveness, and loyalty. Thus, a brand image facing an issue will still maintain its image with factors such as loyalty and attractiveness becoming strengths of the Es Teh Indonesia company.

Keywords: *Brand Image, Purchase Intention, Es Teh Indonesia*