

# Pengaruh Merek Manusia terhadap Minat Beli Melalui Hubungan Merek Konsumen dan Sikap terhadap Merek (Studi Pada Produk Mi Sehat Lemonilo) = The Influence of Human Brand Towards Purchase Intention through Consumer Brand Relationship and Attitude Toward Brand (Study of Lemonilo Healthy Noodle)

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## Abstrak

Penggunaan idola Kpop sebagai human brand menjadi trend marketing berbagai produk makanan dan minuman lokal. Lemonilo menjadi salah satu brand makanan minuman di Indonesia, yang menggunakan human brand sebagai alat untuk strategi marketing mereka. Oleh karena itu, penelitian ini akan mencari tahu keefektifan penggunaan human brand sebagai strategi marketing, untuk meningkatkan purchase intention produk andalan Lemonilo yaitu mi sehat menggunakan NCT Dream sebagai human brand. Fokus penelitian ini untuk mengetahui pengaruh dari human brand terhadap consumer brand relationship, consumer brand relationship terhadap attitude toward brand, dan attitude toward brand terhadap purchase intention melalui survei terhadap 115 fans NCT Dream. Penelitian ini dilakukan dengan pendekatan kuantitatif menggunakan teknik purposive sampling. Hasil penelitian ini menemukan bahwa human brand berpengaruh positif dan signifikan terhadap consumer brand relationship, consumer brand relationship berpengaruh positif dan signifikan terhadap attitude toward brand, dan attitude toward brand berpengaruh positif dan signifikan terhadap purchase intention.

.....The use of Kpop idol as human brand has been a marketing trend in many food and beverage local brands. Lemonilo is one of those food and beverage local brands in Indonesia, that has been using human brand as their marketing strategy tool. Therefore, this study will find out the effectiveness using NCT Dream as human brand for Lemonilo marketing strategy tool to increase the purchase intention of their flagship product Lemonilo noodle. This study will find out the direct influence of human brand on consumer brand relationship, consumer brand relationship on attitude toward brand, and attitude toward brand on purchase intention through survey from 115 NCT Dream fans as respondents. This study use quantitative approach with purposive sampling technique. The results of this study found that human brand has positive and significant effect on consumer brand relationship, consumer brand relationship has positive and significant effect on attitude toward brand, attitude toward brand has positive and significant effect on purchase intention.