

## THE IMPACT OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE PERCEPTION ON BOTTLED MINERAL WATER (BMW) PURCHASING DECISION IN JABODETABEK

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### ABSTRACT

*The aims of the research are to find out and to analyze the impact of Product Quality, Brand Image, and Price Perception partially and simultaneously to the purchasing decision of Aqua, the brand of bottled mineral water. Primary data is used as the method of analyzing. The testing phases are done by using validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, F test, and coefficient determination test. The data is taken by using questionnaire, and the valid data gained in this research is 100 respondents who are the consumers of Aqua. The method of sampling used in this research is non probability sampling with accidental sampling technique. The instrument used in conducting the tests is SPSS 25 version. The results showed that the variables of Product Quality, Brand Image, and Price Perception had a simultaneous and partial impact on the purchasing decision of bottled mineral water, Aqua. And the variable that has dominant impact on the purchasing decision of bottled mineral water, Aqua, is the Product Quality variable.*

**Keywords:** Product Quality, Brand Image, Purchasing Decision, Price Perception

### ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh variabel kualitas produk, citra merek, dan persepsi harga secara parsial dan simultan terhadap keputusan pembelian air mineral dalam kemasan merek Aqua. Metode analisis pada penelitian ini menggunakan data primer, tahap uji yang dilakukan adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F dan uji koefisien determinasi. Data yang digunakan dalam penelitian ini menggunakan instrumen kuesioner, dan data valid yang berhasil dikumpulkan sebanyak 100 orang responden yang di ambil adalah konsumen air mineral dalam kemasan merek Aqua yang pernah membeli. Metode pengambilan sampel pada penelitian ini adalah non probability sampling dengan teknik accidental sampling. Alat bantu pengujian yang digunakan adalah SPSS versi 25. Hasil penelitian menunjukkan bahwa variabel Kualitas Produk, Citra Merek, dan Persepsi Harga berpengaruh secara simultan dan secara parsial terhadap keputusan pembelian air mineral dalam kemasan merek Aqua. serta variabel yang memiliki pengaruh paling besar (dominan) terhadap keputusan pembelian air mineral dalam kemasan merek Aqua adalah variabel Kualitas Produk.

**Kata Kunci:** Kualitas Produk, Citra Merek, Keputusan Pembelian, Persepsi Harga

### 1. INTRODUCTION

People need bottled drinking water of which is guaranteed to be hygienic and also practical to be carried everywhere. Recently, the demand of bottled drinking water has risen due to many activities done by people to accommodate both personal and group mobilities.

Aqua is a brand of bottled drinking water owned by Pt. Tirta Investama. The company is built by Pak Tirta Utomo in 1973 with the first building in Bekasi. At first, the idea to produce the bottled mineral water came out when Mr. Tirta was working together with Pertamina. At that time, Mr. Tirta was serving expatriates who often complained about drinking water in Indonesia. Many expatriates suffered from stomachache or disliked the taste of the local boiled water. Furthermore, Mr. Tirta was often assigned to have business travel abroad. He observed that in many foreign countries, bottled drinking water had been sold in the market and consumed by many people. Mr. Tirta saw an opportunity to begin his own bottled drinking water which had not been introduced in Indonesia at that time.

Tirta Investama who had been producing bottled mineral water under the brand Golden Mississippi, 1992 changed the brand into Aqua, taken from Latin word that means water. The name is not difficult to pronounce, furthermore, the name is suitable with the image of the drinking water. The mineral water has become the most well-known product with the good brand image.

It can be seen from the habits of Indonesian people when mentioning the brand every time they want to buy bottled mineral water even though the product given by the seller unnecessarily different brand.

Aqua applies the newest technology in the process of producing the bottled drinking water to ensure the quality and the safety of the product. Moreover, Aqua is also conducting environmental programs aiming to protect the continuity of water resources and to decrease the negative effects on the environment.

## **2. THEORETICAL REVIEW**

### **2.1 Marketing**

Management is often defined as a process of a series of planning, organizing, mobilizing, and supervising activities carried out to achieve goals or targets predetermined by the company. Marketing, as we know it so far, is an activity of procurement, exchange, and distribution of goods or services. The success or failure of a company in achieving its goals depends on the fields contained in the company, especially in the field of marketing. Marketing heavily influences people's lives on a daily basis. The marketing field is very important because it affects the survival, profit, and growth of the company. According to Sedjati (2018), marketing means all efforts or activities in delivering goods or services from producers to consumers. These activities are aimed at satisfying needs and desires in a certain way called exchange.

### **2.2 Product Quality**

Quality is the value of something that is offered to consumer. It is important for the company to make a product with recognized quality. According to Tjiptono (2019), the conventional definition of quality is the performance as direct image of a product, reliability, efficiency, etc. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want. In order to achieve the desired product quality, a quality standardization must be required. This aims to make sure the products produced can meet the standards that have been set so that consumers will not lose confidence in the product concerned.

### **2.3 Brand Image**

Brand has a broad term. A brand is a name, term symbol, special design or some combination of elements designed to identify the goods or services offered by a seller. According to Kotler and Keller (2018). Brand image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image can also be interpreted as a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase.

### **2.4 Price Perception**

Price perception is often a concern for consumers if they want to buy an item or use a service. And those consumers may have an upper price ceiling and a lower price ceiling to compare if the price and goods/services are appropriate. Based on the opinion of Schiffman and Kanuk (2018) price perception is how consumers see prices as high, low and fair. This has a strong influence on buying interest and satisfaction in purchasing a product. Price perception is the psychological reaction of consumers when they see a price, compared to other competitors, makes sense or not and will later become a reason why consumers have buying interest and satisfaction in buying a product.

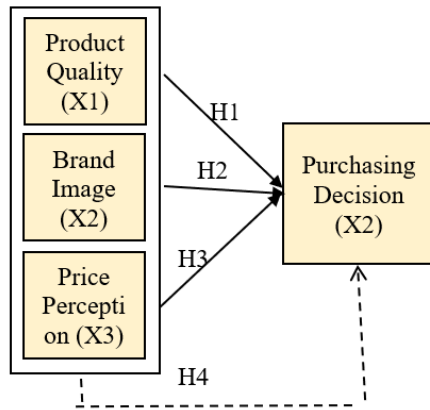
### **2.5 Purchasing Decision**

Purchasing decisions are individual activities that play a spontaneous role in obtaining and using the goods provided. According to Kotler and Keller (2018), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. Purchasing decisions are inseparable from how the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases.

Purchasing decision is an action taken by consumers to get a product. Therefore, in making a consumer purchasing decision, consumers are faced with the process of choosing one of the various alternative solutions to the actual follow-up problem, after that consumers can evaluate the choice and then determine the attitude to be taken next.

### 3. Research Model

The model used in this research model refers to several research models from previous or similar studies. The role of the research model is very important to describe exactly the object to be studied and provide a clear and systematic picture.



### 3.1 Research Method

#### 3.1.1 Subject of Research

According to Arikunto (2019) research subject is an object, thing or person, as well as a place where data for research variables are attached and at issue. The subjects in this study are people who consume Aqua brand bottled drinking water in the Jabodetabek area.

#### 3.1.2 Type and Source of Data

The type of data used in this study is quantitative data. According to Sugiyono (2018) quantitative data is used in a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. The data source used to support research is primary data According to Sugiyono (2019), primary data is a data source that directly provides data to data collectors. Primary data collection techniques obtained directly through questionnaires via google form by people in the Jabodetabek area who consume Aqua brand bottled drinking water.

#### 3.1.3 Population

According to Sugiyono (2019), population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population used is people in the Jabodetabek area who consume Aqua brand bottled drinking water.

#### 3.1.4 Sample

According to Sugiyono (2019), the sample is part of the number and characteristics of the population. The samples taken from the population must be truly representative. The sample taken must truly represent the population, Therefore, there is a requirement to be a sample in this study. It is a non-probability sampling technique. Non probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The non-probability sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling is a data source sampling technique with certain considerations. The reason for using purposive sampling is because not all samples have criteria that match the phenomenon under this research. Therefore, the authors chosed purposive sampling technique which determines certain considerations or criteria that must be met by the samples used in this research.

### 3.2 Method of Data Analysis

The data obtained from the results of the research must then be analyzed by using data analysis used to process of the changing of the obtained data into information, so that the characteristics of the data could be easily understood and used to answer any questions that exist in this research. Data processing in this study is done by computer using the SPSS (Statistical Program for Social Science) version 25.0 program. The purpose of choosing the program is to obtain accurate calculation results and to make data process easier, faster and more precise.

#### 4. RESULT AND DISCUSSION

##### 4.1 Validity Test

The validity test is used to measure whether a questionnaire is valid or not. To assess data that can be said to be valid or not by looking at the Corrected item-total correlation displayed on the SPSS output.

The following are the validity results using SPSS version 25.

1. Degree freedom (Df) =  $DF = N - 2 = 30 - 2 = 28$
2. R table = 0.361
3. Alpha = 0.05

If  $r \text{ count} > r \text{ table}$ , it can be said that the item or question or indicator is valid, but if on the contrary, there are results  $r \text{ count} < r \text{ table}$ , it can be said that the item or question or indicator is invalid.

Validity Test Table

Variabel	Item	R <sub>hitung</sub>	R <sub>tabel</sub>	Note
Product Quality (X1)	X1.1	0,604	0,361	Valid
	X1.2	0,478	0,361	Valid
	X1.3	0,811	0,361	Valid
	X1.4	0,621	0,361	Valid
	X1.5	0,712	0,361	Valid
	X1.6	0,698	0,361	Valid
	X1.7	0,751	0,361	Valid
	X1.8	0,714	0,361	Valid
Brand Image (X2)	X2.1	0,415	0,361	Valid
	X2.2	0,639	0,361	Valid
	X2.3	0,560	0,361	Valid
	X2.4	0,601	0,361	Valid
	X2.5	0,610	0,361	Valid
Price Perception (X3)	X3.1	0,566	0,361	Valid
	X3.2	0,633	0,361	Valid
	X3.3	0,756	0,361	Valid
	X3.4	0,526	0,361	Valid
	X3.5	0,572	0,361	Valid
Purchasing Decision (Y)	Y.1	0,701	0,361	Valid
	Y.2	0,766	0,361	Valid
	Y.3	0,700	0,361	Valid
	Y.4	0,674	0,361	Valid
	Y.5	0,626	0,361	Valid

The results of all variable indicators in this study were declared valid with  $r \text{ count} > r \text{ table}$  (0.361) so it can be concluded that all Product Quality (X1), Brand Image (X2), and Price Perception (X3), Purchase Decision (Y) were declared valid.

##### 4.2 Reliability Test

The reliability test is used to measure the extent to which the measurement results remain consistent, if two or more measurements are used on the same symptoms using the same measuring instrument. To measure the reliability of all statement items, this study used Cronbach's alpha formula, which is considered reliable if Cronbach's Alpha  $> 0.60$ .

### Reliability Test Table

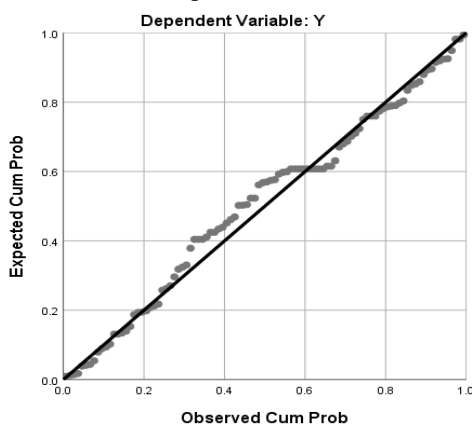
Reliability Statistics	
Cronbach's Alpha	N of Items
.932	23

The reliability test results of 23 statements from 4 variables and of 30 respondents were declared reliable with an Alpha Cronbach's value of more than r-critical (0.6).

### 4.3 Normality Test

This test is carried out to see whether the data is normally distributed or not. Normality testing is used on regression residuals. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normally distributed pattern, then the regression model fulfills the normality assumption, and if the data spreads far from the diagonal line and or does not follow the direction of the diagonal line does not show a normal distribution pattern, the regression does not fulfill the assumption of normality.

Normal P-P Plot of Regression Standardized Residual



P-Plot

In this research, the graph test is complemented by statistical tests. The statistical test used to test normality in this research is the Kolmogorov - Smirnov (K - S) non-parametric statistical test with the following criteria:

Significance value  $< 0.05$  then the data is not normally distributed.

Significance value  $> 0.05$  then the data is normally distributed.

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.51880593
Most Extreme Differences	Absolute	.083
	Positive	.053
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.086 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

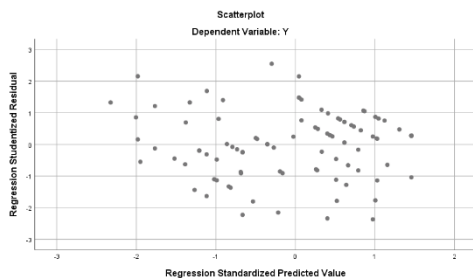
From the results of the Kolmogorov - Smirnov test with the Monte Carlo method seen in table 4.8, it shows a significance value of 0.086, which is greater than 0.05. So it can be concluded that the residual data is normally distributed.

Heteroscedasticity Test aims to test whether in regression model there is an inequality of variance from the residual answers of one respondent to another respondent, it is called homoscedasticity and if it is different it is called heteroscedasticity. There is no heteroscedasticity if there is no clear pattern, and the points spread above and below the number 0 (zero) on the Y axis.

Shows the dots spread randomly up and down the number 0 (zero) on the Y axis and do not form a clear pattern. This shows that there is no heteroscedasticity in the regression model, so the regression model is suitable for testing the variables of Product Quality, Brand Image, Price Perception, and Purchasing Decision.

#### 4.4 Multicollinearity Test

The multicollinearity test aims to determine the perfect relationship between the independent variables in the regression model. The multicollinearity test can be seen from the tolerance value  $> 0.10$  and Variance Inflation Factory (VIF)  $< 10$ . If these conditions are met, then there is no multicollinearity between the independent variables.



Multicollinearity Test Table

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.214	1.877		1.179	.241		
	Product Quality	.277	.051	.507	5.453	.000	.438	2.281
	Brand Image	.269	.119	.200	2.264	.026	.488	2.050
	Price Perception	.195	.104	.178	1.872	.064	.418	2.394

a. Dependent Variable: Purchasing Decision

Based on the table, it is known that the four independent variables have a tolerance value  $\geq 0.10$ . Based on these results, it is concluded that the regression model in this research does not have multicollinearity symptoms or each variable does not have a strong correlation between one another.

#### 4.5 Multiple Linear Regression Analysis

Multiple Linear regression analysis is used to determine the predictive accuracy of the effect of the direction of the relationship that occurs between the dependent variables. Multiple linear regression analysis aims to determine the relationship between the variables Product Quality (X1), Brand Image (X2), and Price Perception (X3) on Purchasing Decisions (Y) Aqua mineral water.

Multiple Linear Regression Analysis Test Table

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	2.214	1.877		1.179	.241		
	Quality Product	.277	.051	.507	5.453	.000	.438	2.281
	Brand Image	.269	.119	.200	2.264	.026	.488	2.050
	Price Perception	.195	.104	.178	1.872	.064	.418	2.394

a. Dependent Variable: Purchasing Decision

1. The constant value (a) is 2.214, the constant value is positive, meaning that if the variable score of product quality, brand image, and price perception is considered to be 0 (zero), the purchase decision for Aqua mineral water will be 2.214.
2. The coefficient (X1) is 0.277, the coefficient of the product quality variable is positive, meaning that the effect of product quality on purchasing decisions for Aqua mineral water is positive and quite strong. If (X1) product quality increases by one unit, Y will increase by 0.277.
3. The coefficient (X2) is 0.269, the brand image variable coefficient is positive, meaning that the effect of brand image on purchasing decisions for Aqua mineral water is positive and quite strong. If (X2) brand image increases by one unit, Y will increase by 0.269.
4. The coefficient (X3) is 0.195, the coefficient of the price perception variable is positive, meaning that the effect of price perception on purchasing decisions for Aqua mineral water is positive and quite strong. If (X3) price perception increases by one unit, Y will increase by 0.195.

#### 4.6 T Test

The T test is used to determine how far the influence of the independent variables individually in explaining the variation in the dependent variable with the following criteria:

1. If the Sig value.  $< 0.05$  or  $t \text{ count} > t \text{ table}$ , then there is an effect of variable X partially on variable Y.
2. If the Sig value.  $> 0.05$  or  $t \text{ count} < t \text{ table}$ , then there is no effect of variable X partially on variable Y.

**T Test Table**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.214	1.877		1.179	.241		
	Quality	.277	.051	.507	5.453	.000	.438	2.281
	Brand Image	.269	.119	.200	2.264	.026	.488	2.050
	Price Perception	.195	.104	.178	1.872	.064	.418	2.394

a. Dependent Variable: Keputusan Pembelian

1. The Impact of Product Quality on Purchasing Decision  
From the results of the t test (partial) in the table above, it can be said that product quality on purchasing decisions has a t value of  $5.453 > t \text{ table value of } 1.984$  with a sig level.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, so product quality partially has a significant effect on purchasing decision.
2. The Impact of Brand Image on Purchasing Decision  
From the results of the test (partial) in the table above, it can be said that the brand image on purchasing decisions has a t value of  $2.264 > t \text{ table value of } 1.984$  with a sig level.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_2$  is accepted, so brand image partially has a significant effect on purchasing decision.
3. The Impact of Price Perception on Purchasing Decision  
From the results of the t test in the table above, it can be said that price perceptions on purchasing decisions have a t value of  $1.872 > t \text{ table value of } 1.984$  with a sig level.  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_3$  is accepted, so price perception partially has a significant effect on purchasing decision.

#### 4.7 F Test

The F (Simultaneous) test aims to determine whether there is a joint influence between the independent variables and the dependent variable, with the following criteria:

1. If the Sig value.  $< 0.05$  or  $F \text{ count} > F \text{ table}$ , then there is a simultaneous influence of variable X on variable Y.
2. If Sig Value.  $> 0.05$  or  $F \text{ count} < F \text{ table}$ , then there is no simultaneous influence of variable X on variable Y

**F Test Table**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335.165	3	111.722	56.037	.000 <sup>b</sup>
	Residual	191.395	96	1.994		
	Total	526.560	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price Perception, Brand Image, Priduct Quality.

Based on the table, it can be concluded that the calculated F test results have a value of  $56.037 > 2.70$  with a Sig level.  $0,000 < 0,05$ . Thus,  $H_0$  is rejected and  $H_4$  is accepted, meaning that Product Quality, Brand Image, and Price Perception have a significant influence on purchasing decisions for Aqua mineral water.

#### 4.8 Coefficient of Determination

The Coefficient of Determination ( $R^2$ ) is used to measure how much the independent variable contributes to the dependent variable. The magnitude of the coefficient of determination is between  $0 \leq R^2 \leq 1$ , if the coefficient is getting bigger (close to one), it means that the independent variable has a strong effect on the dependent variable, and vice versa. If the coefficient of determination is smaller (closer to zero), the influence of the independent variable on the dependent variable is weak.

Coefficient of Determination Test Table

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	.637	.625	1.41198

a. Predictors: (Constant), Price Perception, Brand Image, Product Quality

b. Dependent Variable: Purchasing Decision

Based on the table, the result of the coefficient of determination on the adjusted R Square (adjusted coefficient of determination) is obtained at 0.637. This number shows that by using this regression model, the variables of product quality, brand image, and price perception have contributed to purchasing decisions (Y) by 63.7%, while the remaining 36.3% is the contribution of other variables not used in this research.

## 5. CONCLUSION AND IMPLEMENTATION

### 5.1 Conclusion

Based on the results of the research, data analysis and discussion that has been described, the following conclusions can be drawn:

1. Product quality affects purchasing decisions for bottled mineral water for the Aqua brand in Jabodetabek.
2. Brand Image affects the purchasing decision of bottled mineral water for the Aqua brand in Jabodetabek.
3. Price Perception affects the purchasing decision of bottled mineral water for the Aqua brand in Jabodetabek.
4. Product Quality, Brand Image and Price Perception simultaneously or together have an impact on purchasing decisions for bottled mineral water for the Aqua brand in Jabodetabek.

### 5.2 Implication

Based on the results of this study, knowing the product quality, brand image, and price perception of purchasing decisions for bottled mineral water of the Aqua brand, it is obtained that the product quality variable is the most influential variable in driving purchasing decisions for bottled mineral water of the Aqua brand. Brand image is the most important thing in consumers buying goods, if the brand image offered by the company has a strong positive image, customers are willing to buy without hesitation. Companies must be able to pay attention to price perceptions whether the price offered is in accordance with consumer expectations. This can increase purchasing decisions for bottled mineral water for the Aqua brand.

### 5.3 Suggestion

Based on the results of the study, the researcher provides suggestions based on the conclusions that have been described. Suggestions that can be given in this study are as follows: Based on the results of the study, the researcher provides suggestions based on the conclusions that have been described. Suggestions that can be given in this study are as follows:

#### 5.3.1 For further Researches

For further research, it is hoped that it will be more extensive in developing independent variables outside the study. So that the independent variables that influence purchasing decisions can be identified even more. Can also expand the sample area and population and so on so that the results obtained are better.



### 5.3.2 For the Company

Based on the research results, the company is expected to be used as input to evaluate in order to maintain and improve product quality, brand image, and price perceptions, this is because these variables have a role and influence on purchasing decisions.

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