

The Influence of Brand Image, Price and Promotion on Purchasing Decisions of Aquviva Mineral Water Products among Makassar City

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Abstract

This study aims to analyze the influence of brand image, price, and promotion on purchasing decisions for Aquviva mineral water products among consumers in Makassar City. A quantitative research approach was employed, using structured questionnaires distributed to individuals who have purchased Aquviva mineral water. The sample size was determined using the Roscoe sampling technique. Data were analyzed through multiple linear regression with the support of SPSS version 27. The findings indicate that brand image and price do not have a significant effect on purchasing decisions, while promotion has a significant positive influence. Simultaneously, brand image, price, and promotion collectively contribute to explaining purchasing decisions. These results suggest that promotional activities play a crucial role in driving consumer purchasing behavior toward Aquviva mineral water in Makassar City.

Keywords: Brand Image; Price; Promotion; Purchasing Decision

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, harga, dan promosi terhadap keputusan pembelian produk air mineral Aquviva pada konsumen di Kota Makassar. Pendekatan penelitian kuantitatif digunakan dengan kuesioner terstruktur yang didistribusikan kepada individu yang pernah membeli air mineral Aquviva. Ukuran sampel ditentukan dengan menggunakan teknik penentuan sampel Roscoe. Data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa citra merek dan harga tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan promosi memiliki pengaruh positif yang signifikan. Secara simultan, citra merek, harga, dan promosi secara bersama-sama berkontribusi dalam menjelaskan keputusan pembelian. Temuan ini mengindikasikan bahwa aktivitas promosi berperan penting dalam mendorong perilaku pembelian konsumen terhadap air mineral Aquviva di Kota Makassar.

Kata kunci: Citra Merek; Harga; Promosi; Keputusan Pembelian

Introduction

Water is a vital human need. One way to address the problem of obtaining clean, safe, and healthy water, especially in large cities, is through the production of bottled drinking water (AMDK). This high demand for water has prompted companies to produce bottled drinking water. The number of bottled drinking water companies is increasing and their marketing networks are expanding, leading to increasingly fierce competition. (Ilahi & Asike, 2023) .

Brand image is the perception and beliefs held by consumers, as reflected in associations held in consumer memory. Brand image, also known as schematic brand memory, encompasses the target market's interpretation of product characteristics, benefits, usage situations, and market characteristics. Brand image can foster positive consumer awareness and trust in services and products. A company needs a strong brand image because it is one of its assets and can influence consumer perceptions (Alfianto & Alimuddin, 2024).

Price is the only element of the marketing mix that generates revenue for the company, while the other three elements (product, distribution, and promotion) generate costs (expenses). Furthermore, price is a flexible element of the marketing mix, meaning it can be changed quickly. This is different from product characteristics or commitment to distribution channels (Sofian et al., 2023).

According to (Ilahi et al., n.d.), promotion is a component of the marketing mix that provides information to the public or consumers about the products or services offered by the company. Furthermore, promotion also serves as an activity for companies to indirectly communicate with

consumers and influence them to purchase the products or services sold by the company (Putri et al., 2022).

The purchase decision is one of the stages in the purchasing decision process before a purchase transaction is made. Consumers are presented with several alternative options, leading them to make a decision and ultimately purchase the product based on their chosen and considered choices (Tijjang & Rahmawati, 2021).

The phenomenon observed in the city of Makassar demonstrates that amidst intense competition in the mineral water industry in Indonesia, particularly in Makassar consumers are faced with a wide choice of bottled water brands. One product that is gaining recognition is Aquviva, which is striving to build its market position through brand image, competitive pricing, and attractive promotional strategies. Aquviva, relatively new compared to other major brands, faces challenges in building trust and a positive image in the public eye. Price factors significantly influence consumer behavior in Makassar, many of whom rely on economic considerations when purchasing daily products like mineral water. Prices that are too high can discourage purchase, while prices that are too low can raise doubts about the product's quality.

Research Method

Methods contain the design, size, criteria, and method of sampling, instruments used and collection procedures, processing, and data analysis. When using a questionnaire as an instrument, explain the contents briefly and to measure which variables. The validity and reliability of the instrument must also be explained. In experimental research or interventions, it is necessary to explain the intervention procedure or treatment provided. In this section, it must explain how research ethics approval is obtained and the protection of the rights of the respondents imposed. Data analysis using a computer program does not need written details of the software if it is not original software. For qualitative research, this section needs to explain how research safeguards the validity of the data obtained. The method section is written briefly in two to three paragraphs with a maximum of 600 words.

Results and Discussions

Characteristics Respondents

Table 1. Characteristics respondents based on gender

No	Type Sex	Frequency	Percentage %
1	Man	26	43.3
2	Woman	34	56.7
Total		60	100%

Source: Exercise Data SPSS Version 27 (2025)

The table above shows the characteristics of respondents by gender. There were 26 male respondents, or 43.3%, and 34 female respondents, or 56.7%.

Table 2. Characteristics Respondents Based on Age

No	Age	Frequency	Percentage %
1	17-20 Year	8	13.3
2	21-30 Year	32	53.3
3	31-40 Year	16	26.7
4	41-50 Year	4	6.7
Total		60	100%

Source: Exercise Data SPSS Version 27 (2025)

Based on table in on, namely response respondents about age proving that respondents aged 17-20 years, which numbered 8 respondents or 13.3%, respondents Which aged 21-30 year that is amount to 32 respondents or as much as 53.3%, respondents Which aged 31-40 year that is amount to 16 respondents or as much as 26.7% And respondents aged 41-50 years that is, the amount 4 respondents or as much as 6.7%.

Table 3. Characteristics Respondents Based on Job

No	Work	Frequency	Percentage %
1	Employee	19	31.7
2	Student (i)/student	12	20.0
3	Civil servants-state-owned enterprises	2	3.3
4	self-employed	9	15.0
5	Mother House ladder	6	10.0
6	Other	12	20.0
Total		60	100%

Source: Exercise Data SPSS Version 27 (2025)

Based on table in on, prove that respondents with status employee occupation numbered 19 respondents or 31.7%, student status (i) / students totaling 12 respondents or as much as 20.0%, self-employed employment status amounted to 9 respondents or as much as 15.0%, status work Civil servants-state-owned enterprises amount to 2 respondents or as much as 3.3%, status work Mother House ladder amount to 6 respondents or as much as 10.0%, And status work other amount to 12 respondents or as much as 20.0%.

Table 4. Characteristics Respondents Based on Education

No	Work	Frequency	Percentage %
1	Diploma (D3)	3	5.0
2	Bachelor's/Master's/Doctoral Degree	19	31.7
3	High School	31	51.7
4	Junior High School	7	11.7
Total		60	100%

Source: Exercise Data SPSS Version 27 (2025)

Based on table in on, prove that respondents with status Diploma education (D3) amounted to 3 respondents or 5.0%, S1/Master/S3 education status amounted to 19 respondents or as much as 31.7%, status education High School totaling 31 respondents or as much as 51.7% and the educational status of junior high school/junior high school was 7 respondents or 11.7%.

Amount respondents Which given questionnaire amount to 60 person Public Makassar City and all respondents filled out the questionnaire that had been researchers provide so that the data that researchers need is complete. Statement Which in insert to in the questionnaire represents 4 variables, namely Brand Image, Price, and Promotion as well as Purchasing Decisions so that the number overall statement Which must filled For every respondents 14 grains question.

Testing Hypothesis

Test Validity

In this validity test, the product correlation analysis method can be used. moment. Calculation done with program application SPSS Statistics version 27 with the number sample 60 based on formula $df=n-2$ ($df=60-2=58$) to get mark r table that is 0.254 prove items Which valid. Testing full validity bias seen on table in bring This:

Table 5. Results Testing Validity

No items	r count	r table	information
<i>Variables Brand Image</i>			
1	0.754	0.254	Valid
2	0.565	0.254	Valid
3	0.795	0.254	Valid
<i>Variables Price</i>			
1	0.679	0.254	Valid
2	0.598	0.254	Valid
3	0.733	0.254	Valid
4	0.714	0.254	Valid
5	0.681	0.254	Valid
<i>Variables Promotion</i>			
1	0.562	0.254	Valid
2	0.676	0.254	Valid
3	0.690	0.254	Valid
4	0.741	0.254	Valid
5	0.724	0.254	Valid
6	0.679	0.254	Valid
<i>Variables Decision Purchase</i>			
1	0.744	0.254	Valid
2	0.750	0.254	Valid
3	0.785	0.254	Valid
4	0.797	0.254	Valid
5	0.833	0.254	Valid

Source: Exercise Data SPSS Version 27 (2025)

Based on the table above, it shows that the results of the validity test analysis of the instrument study Which in use, r count in get from results SPSS version 27 while r table in get based on table distribution r with with help Excel with amount of data ($N=60$) as well as level significant 5% or 0.05 so that in get r table ($df=N-2$) is ($60-2=58$ or 0.254).

The results of the validity test analysis on the question items of the three variables in the research questionnaire show that all over items question own r count $>$ r table so that It can be concluded that the research instrument in the form of a questionnaire used in this study is declared valid.

Test Reliability

Test reliability is test For ensure whether questionnaire Which will used to collect reliable or unreliable research variable data. A questionnaire is said to be reliable if, when the questionnaire is re-measured, the results will be the same. same. To find out the data reliable or unreliable can seen from Cronbach Alpha $>$ 0.60 so can it is said variable Which in use has reliable whereas if mark Cronbach Alpha $<$ 0.60 so can it is said reliable in use No reliable.

Table 6. Results Testing Reliability

Variables	Cronbach Alpha	Information
Brand Image (X_1)	0.752 $>$ 0.60	Reliable
Price (X_2)	0.806 $>$ 0.60	Reliable
Promotion (X_3)	0.833 $>$ 0.60	Reliable
Decision Purchase (Y)	0.894 $>$ 0.60	Reliable

Source: Exercise Data SPSS Version 27 (2025)

Based on table 6. above, the results of the reliability test prove that Brand Image (X_1), Price (X_2), Promotion (X_3) And Decision Purchase (Y) generate coefficients Alpha more from 0.60 that is variables study Brand Image 0.752, Price 0.806, Promotion 0.833, Decision Purchase 0.894 until can it is said that Brand Image, Price, Promotion and Purchase Decision all measurement variables from the questionnaire are reliable.

Analysis Regression Linear Multiple

Multiple Linear Regression Analysis is a measuring tool that can also be used to measure and predict changes in the value of the dependent variable based on mark variables independent Which known. Variables independent or independent variable in matter This is Brand Image, Price And Promotion to variables dependent or bound, namely the Purchase Decision of Aquviva Mineral Water Products in the Makassar City Community.

Table 7. Analysis Regression Linear Multiple

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.114	.380		.299	.766
	rataratax1	.002	.091	.002	.026	.980
	rataratax2	.273	.157	.238	1.743	.087
	rataratax3	.699	.152	.639	4.590	<.001

a. Dependent Variable: rataratay

Source: Exercise Data SPSS Version 27 (2025)

Multiple linear regression equation model For estimate Decision Purchase Which in influence by *Brand Image*, Price, And Promotion is as following:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = (0.114) + 0.002X_1 + 0.273X_2 + 0.699X_3$$

Information:

a = Constant

b1b2 = Coefficient X_1 Regression = *Brand Image* X_2 = Price X_3 = Promotion

Y = Decision Purchase

From equality regression above, can seen that:

1. The constant (α) is 0.114 for *Brand Image*, Price and Promotion not experiencing change, so Decision Purchase its value is 0.114.
2. Regression coefficient value of *Brand variable The image* has a positive value of 0.002. Because the coefficient value is positive, this indicates that the value Decision Purchase will experience improvement from variables *Brand Image*. Based on processing the SPSS data above, the probability value of the *Brand Image variable* is 0.980 so the probability > 0.05 Which It means No There is influence significant variables *Brand Image* to Decision Purchase.
3. The regression coefficient value of the Price variable is positive, namely of 0.273. Positive value this shows that the price variable has an influence on purchasing decisions positive. Mark positive This describe that if mark Buying decision will experience improvement from variables Price. Based on results data processing SPSS on, obtained mark probability variables Price as big as 0.087 Where this value > 0.05 . Which It means No There is influence Which significant variables Price on Purchasing Decisions.
4. The regression coefficient value of the Promotion variable is positive. 0.699. Since the coefficient value is positive, this indicates that the value Decision Purchase will be experience improvement from the Promotion variable. Based on the SPSS data processing above, obtained mark the probability of the Promotion variable is 0.001 so that the probability < 0.05 which means there is a significant influence of the Promotion variable on Purchasing Decisions.

(Test t)

Partial tests are used to show how far the independent variable influences the dependent variable. Partial tests include tests that determine the hypothesis. influential or No in a way individual variables *Brand Image*, Price and Promotion of Purchasing Decisions.

Test t (partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.114	.380		.299	.766
	rataratax1	.002	.091	.002	.026	.980
	rataratax2	.273	.157	.238	1.743	.087
	rataratax3	.699	.152	.639	4.590	<.001

a. Dependent Variable: rataratay

Source: Exercise Data SPSS Version 27 (2025)

For know t table road test t (test partial) can in equality as following: $t_{table} = t_{(a/2, nk-1)}$
 $= t_{(0.05/2, 60-3- 1)} = t_{(0.025, 56)}$

Then searching for on distribution t table as big as 2,003. Results testing hypothesis Partially, through the t-test, the calculated t is obtained based on the coefficient value which can be seen in the image above, showing that:

- Brand image* obtain $t_{count} = 0.026 < t_{table} 2.003$ and significant value $0.980 > 0.05$. So stated that No there is influence significant in a way partial between *Brand Image* and Purchasing Decisions of Aquviva Mineral Water Products in the Makassar City Community.
- The price obtained $t_{count} 1.743 < t_{table} 2.003$ and a significant value of $0.087 > 0.05$. so it is stated that there is no significant partial influence between Price against Decision Purchase Water Products Mineral Aquviva Pada Makassar City Community.
- Promotion The calculated t-value was $4.590 > t_{table} 2.003$ and the significance value was $0.001 < 0.05$. Thus, it is stated that there is a partial significant influence between Promotion on Purchasing Decisions of Aquviva Mineral Water Products in the Makassar City Community.

Test Simultan (Test F)

This statistical test is used to determine whether all variables The independent elements included in the model have a joint (simultaneous) influence to variables *Brand Image*, Price and Promotion To Buying decision.

Determine the f table with a significance level (α) of 5% (0.05), with the F table formula $= (df1= k-1); (df2= nk)$

Information: k= amount variables (free + bound) n= number of samples

so: $F_{table} = (df1=4 - 1); (df2=60 - 4) = (df1=3);(df2=56) = 2,769$ So f table significantly (0.05) which is 2,769.

- If $f_{count} > f_{table} (2,766.)$ so variables *Brand Image*, Price And Influential promotions In a way Simultan To Decision Purchase.
- If $f_{count} > f_{table} (2.766.)$ then *Brand variable Image*, Price and Promotion has no effect In a way Simultan To Decision Purchase.

Test f

Source: Exercise Data SPSS Version 27 (2025)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.483	3	3.161	49.801	<.001 ^b
	Residual	3.554	56	.063		
	Total	13.037	59			

a. Dependent Variable: rataratay

b. Predictors: (Constant), rataratax3, rataratax1, rataratax2

Based on results SPSS 27 known that $f_{count} (49,801) > f_{table} (2,766)$ so Sig $0.001 < 0.05$ so it is stated that there is a significant influence simultaneously between *Brand Image*, Price And Promotion to Decision Purchase Water Products Mineral Aquaviva on Public City Makassar.

Results Coefficient Determination R²

The coefficient of determination test is carried out to measure how far the ability model in explain variation variables dependent. Mark The coefficient of determination that is getting closer to 100% means that the independent variables provide almost all the information needed to predict variables dependent. Coefficient determination Which used is R value *square*.

Tests Coefficient Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.727	.713	.25194

a. Predictors: (Constant), rataratax3, rataratax1, rataratax2

Source: Exercise Data SPSS Version 27 (2025)

On table on is Where study This use coefficient determination that has customized or normal called R square (R²) the is 0.727 Which means that variables independent that is Brand Image, Price, And Promotion capable explains the dependent variable, namely the Purchase Decision as big as 72.7% whereas the remaining 27.3% is explained by factors other like Quality Product, Satisfaction Users Which not examined in this study.

Discussion

Influence Brand Image to Decision Purchase Product Water Aquaviva Minerals on Public City Makassar.

Based on results study show that *Brand image* obtained $t_{count} = 0.026 < t_{table} 2.003$ and significant value $0.980 > 0.05$. So it is stated that there is no there is influence And significant in a way partial between *Brand Image* against the Decision Purchase Product Water Mineral Aquaviva on Public City Makassar. Results study This No in line with study previously Which conducted by (Aditya Julita Sari, 2022) that the *Brand Image variable* (X1) has a sig value of 0.000 which means more small from 0.05, so it can be said that this variable has a positive influence on the purchasing decisions of MSME consumers in Ngudi Rejeki Kelorida.

Influence Price to Decision Purchase Product Water Mineral Aquaviva in the Makassar City Community. Based on results study show that Price No influential and significant in a way partial to Decision Purchase Product Water Mineral Aquaviva Pada Public City Makassar. Where known Price variable (X_2) in obtain t count $1.743 < t$ table 2,003 And mark significant $0.087 > 0.05$. With thus, testing of the price variable does not have a significant partial effect on purchasing decisions.

Results study This No in line with study previously Which conducted by (Alfianto, 2024) stated that Price (X_3) influences the purchasing decision for Krupuk Tengiri Mas in Pati Regency. Based on the calculation on regression linear multiple obtained mark thitung as big as 2,127 bigger from on table ($2.127 > 1.98609$).

1. The Influence of Promotion on Purchasing Decisions for Aquaviva Mineral Water Products on Public City Makassar.

Based on the research results, it shows that promotion has a partial and significant influence on the decision to purchase Aquaviva mineral water products . On Public City Makassar. Where known variables Promotion (X_3) obtained t count $4.590 > t$ table 2.003 and a significant value of $0.001 < 0.05$. Thus , testing the Promotion variable has a significant partial influence on purchasing decisions.

The results of this study are in line with previous research conducted by (Maharani & Amir, 2024) that promotion has a positive and significant effect on satisfaction consumer spice fruit salad sweet

2. Influence Brand Image, Price, And Promotion to Decision Product Purchase Water Mineral Aquaviva on Public City Makassar.

Brand Image, Price and Promotion variables from the results of research conducted to mark fhitung ($49,801$) $>$ ftable ($2,766$) so Sig $0.001 < 0.05$ Based on these data, it can be concluded that Brand Image, Price and Promotion simultaneously have an influence on the Purchase Decision for Mineral Water Products. Aquaviva On Public City Makassar.

Results Coefficient Determination R^2

The results of the Determination Coefficient (R^2) obtained in this study are the variables Brand Image, Price and Promotion on Water Product Purchasing Decisions Mineral Aquaviva on Public City Makassar. Own influence 0.727 which mean that variables independent that is Brand Image, Price, And Promotion able to explain the dependent variable, namely Purchasing Decision, by 72.7%, while the remaining 27.3% is explained by other variables such as Product Quality, Satisfaction Users Which No in thorough on study This.

Conclusions

Based on the results of the study, it can be concluded that, Partially Brand image obtained t count = $0.026 < t$ table 2.003 and a significant value of $0.980 > 0.05$. So it is stated that there is no significant influence, Price Variable obtained t count $1.743 < t$ table 2.003 and a significant value of $0.087 > 0.05$. so it is stated that there is no significant influence, Promotion Variable obtained t count $4.590 > t$ table 2.003 and a significant value of $0.001 < 0.05$. So it is stated that there is a significant influence on the Purchase Decision of Aquaviva Mineral Water Products in the Community of Makassar City. A simultaneous analysis of Brand Image, Price, and Promotion was conducted. The calculated f-value (49.801) was greater than the f-table (2.766) and the significance value

was $0.001 < 0.05$. It can be concluded that Brand Image, Price, and Promotion influence the purchasing decision of Aquviva Mineral Water among the people of Makassar City.

The adjusted coefficient of determination (R^2), or R-square, was 0.727, indicating that Brand Image, Price, and Promotion have a strong relationship with the purchasing decision of Aquviva Mineral Water among the people of Makassar City. This means that the independent variables, namely Brand Image, Price, and Promotion, explain 72.7% of the dependent variable, Purchase Decision, while the remaining 27.3% is explained by other variables such as Product Quality and User Satisfaction, which were not examined in this study.

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