

The Effect Of Brand Image On Drinking Water Purchase Decision In Packed LE MINERAL (Case Study On Le Mineral Consumen in Karawang)

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ABSTRACT

Bottled water companies have more and more competitors and continue to grow, resulting in companies having to create a good image of a brand in order to get a positive impression in the eyes of consumers. Because *brand image* is a factor that can influence consumer purchasing decisions. A good *brand image* will have a positive impact on the company which will ultimately benefit the company through increased purchases. This study aims to determine the effect of *Brand Image* on the Purchase Decision of Le Minerale bottled drinking water in the Karawang area. This study used descriptive and verification methods with a quantitative research approach. The sampling technique of this research is *probability sampling* using the formula Hair et al. The types of data used in this study are primary and secondary data. The data is processed using *SPSS (Statistical Product and Service Solution) software*. The results of this study prove that Brand Image has a significant effect on purchasing decisions where the sig value in the F table is $0.000 < 0.05$, which means that the brand image variable has an effect on purchasing decisions..

Keywords: Brand Image, Purchase Decision, Le Minerale

PRELIMINARY

At this time, the competition continues to be fierce, so that in order to be able to continue to survive in business, efforts are needed by the industry in order to win the market. Consumer needs for the same product can be filled by many similar products with different brands. Therefore, in winning the competition, each industry must have a suitable marketing strategy for the products it produces. Among the many marketing strategies, the industry is faced with *branding* or *branding* . (Ridho Reinald Putra, 2020)

Business competition from day to day is increasingly competitive. This is triggered by modernization and globalization which causes technology to continue to develop and experience changes in the surrounding environment (Auliyani (2013) in (Adiwidjaja, 2017) . Several new companies have emerged with different products, finally companies compete with each other to win the competition. consumers' hearts by offering products in different ways (Cahyani et al., 2016) .

The consumer's choice of a product brand depends on the *image* attached to the product. Industry must able share the best fit _ needs as well as will consumer . because of that , industry must able build more image good from competitor about product industry to consumer . Answer regarding the industry _ faced how build *brand image* . (Huda, 2020)

One of the industries that supply basic needs for human life is the food and beverage industry. This coincides with Indonesia's large population in 1999, so the demand for food and beverages should grow a lot in (Fauzy, 2013).

TABLE 1 TOP BRAND INDEX 2019-2020
Drinking Water In Packaging

TOP BRAND INDEX 2019-2021			
BRAND	2019	2020	2021
AQUA	61.0%	61.5%	62.5%
ADES	6.0%	7.8%	7.5%
CLUB	5.1%	6.6%	5.8%
LE-MINERALE	5.0%	6.1%	4.6%

Source : <http://topbrandaward.com>, accessed on 23 Oct 2021, 12:00 WIB

Based on table 1 shows that drinking water brands in packaging best according to the calculation carried out by the Top Brand Index (TBI). The first rank of top brand was filled by Aqua, while Le Minerale was in the top brand ranked fourth in 2019 - 2020. The highest percentage of Le Minerale was 6.1% in 2020, while the lowest percentage of Le Minerale was 4.6% in 2021.

Judging from the calculations made by Le Minerale, only entering the Top Brand Index (TBI) in 2019 was in fourth position in 2019 but the number from the index achieved was quite good, namely 5.0% at the beginning of entering the top brand index. This shows good brand growth in the community so that the achievement in the first year on the top brand index is quite good. However, Le Minerale must try to improve the brand so that it can reach the top and can beat other brands.

TABLE 2 TOP BUZZ RANKING

TOP BUZZ RANKING		
RANK	BRAND	2019 SCORE
1	AQUA	51.6
2	YAKULT	44.5
3	POCARI	37.8
4	LE MINERALE	35.3
5	A B C	27.5

Source: <https://yougov.com>, accessed on 23 Oct 2021, 13:27 WIB

Based on table 2 , it shows that in the Top Buzz Ranking in 2019, the first position was filled by Aqua with a score of 52.6. The second position is Yakult with a score of 44.5. Pocari Sweat is in third position with a score of 37.8 and the brand of bottled drinking water, Le Minerale, is in fourth place with a score of 35.3. The fifth position is ABC with a score of 27.5.

Judging from the Top buzz ranking, Le Minerale has won the fourth position, which means that Le minerale products are quite good, but the Le Minerale brand must continue to provide the best image so that it can reach first position so that consumers are interested in buying Le Minerale.

Thinking *Brand image* for consumer is the main part from something product , because the brand image reflects about something product . In other words, *brand image* is one _ factor means that can urge consumer for buy product and continue Becomes good brand image attached to the product until consumer want Keep going Becomes interested for buy product that . (Huda, 2020)

TEORITICAL REVIEW

Brand Image

According to Kotler and Keller (2016:330) in (Achmadi & Hidayat, 2018)

“ describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs.” It can be interpreted as dealing with the extrinsic nature of products and services, including how brands meet the social or psychological needs of customers.

According to Setiadi (2003) in (Cahyani et al., 2016), brand image shows a general perception of the brand and is shaped by information and past experiences of the brand.

Brand according to Buchari Alma (2016:132) in (Ridho Reinald Putra, 2020) *Brand Image* is a sign or symbol that shows the identity of a particular product or service; can be words, pictures, or a combination of both.

Brand Image Dimensions

According to Kotler and Keller in Prabowo (2013:30) in (Hasugian, 2015)the Brand Image dimension consists of several aspects, namely:

1. *Strength of Brand Association*

That is the advantage possessed by a Brand that cannot be owned by other Brands. This strength can be in the form of physical form, function of a product, or the appearance of other supporting products.

2. *Uniqueness of Brand Association*

Namely certain characteristics that are only owned by the Brand among other Brands.

3. *Favorability of Brand Association*

That refers to how the brand can be remembered by customers and in the minds of customers with the image desired by the company.

Buying decision

According to Kotler and Keller (2016:170) in (Solihin, 2020) Purchasing Decisions are "In the evaluation stage, the consumer's preference between brand in the choice set and perhaps also from the intention to buy the most preferred brand".

Kotler and Keller (2016) in (Arbaini, 2020) argue that the purchase decision is an evaluation phase, consumers form preferences for brands in the choice set. In some cases, consumers can make a decision without an option called "Hobson's Choice". The decision-making process begins with needs. To meet these needs, it is necessary to evaluate to get the best alternative from consumer perception.

Purchase decisions are an important part of consumer behavior when buying products. Purchasing decisions are stages of the buyer decision process where consumers actually buy according to Kotler, Philip, Armstrong in (Santoso et al., 2020).

Purchase Decision Dimension

According to Kotler and Keller (2016:17) in (Solihin, 2020) the dimensions of purchasing decisions consist of:

1. Recognition of Needs

Purchases are made when the consumer knows a problem, the consumer feels the difference between the state of the form and the state desired by the consumer.

2. Information Search

Information seeking consists of activities motivated by knowledge stored in memory and retrieval of information from the environment.

3. Alternative Evaluation

Alternative evaluation is several options in finding a product that is tailored to meet the needs of buyers.

4. Buying Decision

The purchase decision is a real product purchase, because the product has a purpose and purpose in buying the product.

5. Post Purchase Behavior

After making a purchase, the buyer will experience satisfaction or dissatisfaction in buying the product. Satisfaction and dissatisfaction felt by consumers will affect the next sales process that will be faced by the seller.

RESEARCH METHODE

The research method in this study uses a quantitative approach with descriptive and verification. The population used in this study is unknown so that in determining the sample using the hair et all formula where the formula is as follows: $n = \text{Dimension} \times 10 = 8 \times 10 = 80$. These results are obtained from a number of dimensions including Strength of brand associations, Uniqueness of brand associations, Advantages of Brand associations, Recognition of needs, Information seeking, Evaluation of alternatives, Purchase decisions, Post-purchase behavior. Where the number of samples as respondents must be adjusted to the number of indicators or dimensions of questions used in the questionnaire, assuming $n \times 5$ indicators up to $n \times 10$ dimensions. Based on the above formula the number of samples used in this study is 80. The number of samples was taken from part of the population of consumers who consume Le Minerale in Karawang. The data collection technique used is using the following questionnaire is the research instrument used:

TABEL 3 OPERASIONAL VARIABEL

Variable	Variable Concept	Dimensi	Size	Scale	No. Interm	Question
Brand Image (X)	According to Setiadi (2003) in (Cahyani et al., 2016) , brand image shows a general perception of the brand and is shaped by information and past experiences of the brand.	Brand association power	Product physical	interval	1	Le Minerale products have an attractive packaging appearance that is different from other bottled drinking water
			The continuity of all product facilities	interval	2	Le Minerale contains minerals needed by the body and is the preferred water source
			Product price	interval	3	Le Minerale product prices are very affordable
		The uniqueness of the brand association	Product taste	interval	4	Le Minerale is the only bottled water that has a sweet taste
			Price Variations	interval	5	The price of Le Minerale products is in accordance with the benefits obtained
			Packaging texture	interval	6	Le Minerale has a packaging shape that is comfortable to grip because there are curves that other bottled drinking water doesn't have
		Brand association advantages	The ease with which the brand is spoken	interval	7	The name Le Mineral is easy for people to pronounce

			Ease of brand to remember	interval	8	Le Mineral products are easy to remember and much in demand
			Congruence between brand impressions in the minds of customers	interval	9	Le Minerale has a good brand image in the minds of customers
Purchase Decision (Y)	According to Kotler and Keller (2016:170) in (Solihin, 2020) Purchasing decision is "in the evaluation stage, consumers from preferences between brand in the choice set and perhaps also from the intention to buy the most preferred brand".	Recognition of Needs	Purchase on recommendation	interval	10	Bought Le Minerale because of a recommendation from a friend
			Purchase based on quality belief	interval	11	Buy Le Minerale products because you are sure of the quality they have
			Purchase based on convenience	interval	12	Bought Le Minerale products because the packaging is comfortable to hold
		Information search	Get information sourced from television media	interval	13	Get information about Le Minerale products from television commercials
			Get information from the internet	interval	14	Get Le Minerale information from the internet

			Looking for information from the surrounding environment	interval	15	Looking for Le Minerale product information from friends and relatives
		Alternative evaluation	Purchasing based on quality advantage over competitors	interval	16	Buy Le Mierale products because they have better quality than other brands
			Purchased because there are more sizes than competitors	interval	17	Bought Le Minerale products because the packaging size is bigger than other brands
			Purchase because more are sold in stores than competitors	interval	18	Buying Le Minerale products because they are more common in stores than other brands
		Buying decision	Purchasing decisions based on	interval	19	The good quality of Le Minerale products is my choice in buying products

			quality owned			
			Purchase based on a well-known brand image	interval	20	The famous Le Mineral brand is my choice in buying products
			The decision to buy because there is uniqueness	interval	21	Because Le Mineral has a sweet taste that other products don't have, it's my choice in buying the product
		Post-purchase behavior	Make repeat purchases	interval	22	Make repeat purchases of Le Minerale
			Feel satisfied after consuming	interval	23	Feel satisfied consuming Le Minerale because of the quality it has
			Provide product information and recommendations	interval	24	Recommend to friends and relatives about Le Minerale products

The sampling technique used in this study is using probability sampling where the sampling technique is to provide equal opportunities for each member of the population. In this study, researchers used data collection techniques, namely by distributing questionnaires to the public. Questionnaires are used by researchers to determine the habits of respondents and if the items entered can be used as a valid and reliable measuring tool.

The data analysis technique used is the classical assumption test consisting of linearity test, normality test, homoscedasticity test, non-aucocorrelation test, and multicollinearity test. Hypothesis testing used is simultaneous and partial test.

RESULTS AND DISCUSSION

Linearity Test (Correlation)

The linearity test is meant by predictors to determine the linearity of the relationship between the response variable and the predictor variable. Besides, it can be used to determine the significance level of the linearity deviation of the relationship. If the deviation found is not significant, it can be concluded that the relationship between the response variable and the predictor is linear. The linearity test can use the scatter plot and the correlation test with the following hypotheses:

H0; $p=0$ (no relationship between x and y)

H1; $p \neq$ (there is a linear relationship between x and y)

TABLE 5 LINEARITY TEST

Correlations

		Buying decision	BrandImage
Pearson Correlation	Buying decision	1,000	.761
	BrandImage	.761	1,000
Sig. (1-tailed)	Buying decision	.	.000
	BrandImage	.000	.
N	Buying decision	80	80
	BrandImage	80	80

Source: 2021 Data Processing Results

Based on table 3, the correlation between the explanatory variable and the response variable, each has a P-value < 0.1. so that the decision to reject H0, means that with 90% confidence each explanatory variable has a real linear relationship (correlation) to the response variable. Followed by a fairly high correlation value.

Normality test

Normality test is used to determine whether a data follows a normal distribution or not by using the Kolmogorov-Smirnov method. With the provision that if the variable has a arithmetic value greater than 0.05, then the variable follows a normal distribution. The results of the normality test of the Brand Image (X) and Purchase Decision (Y) variables can be seen in table 4 below:

TABLE 5 NORMALITY TEST

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	6.47284410
Most Extreme Differences	Absolute	.100
	Positive	.100
	negative	-.078
Kolmogorov-Smirnov Z		.893
asymp. Sig. (2-tailed)		.402
a. Test distribution is Normal.		

Based on table 4 of the results of the normality test using the Kolmogorov-Smirnov normality test, the P-value in the KS normality test is 0.402 > 0.05. it can be seen that the residuals are normally distributed.

Homoscedasticity Test

This method is used by looking at the scatter plot graph between the fitted value and the residual. Is there a certain pattern in the scatter plot graph where the Y axis is the predicted Y value and the X axis is the residual (-Y).

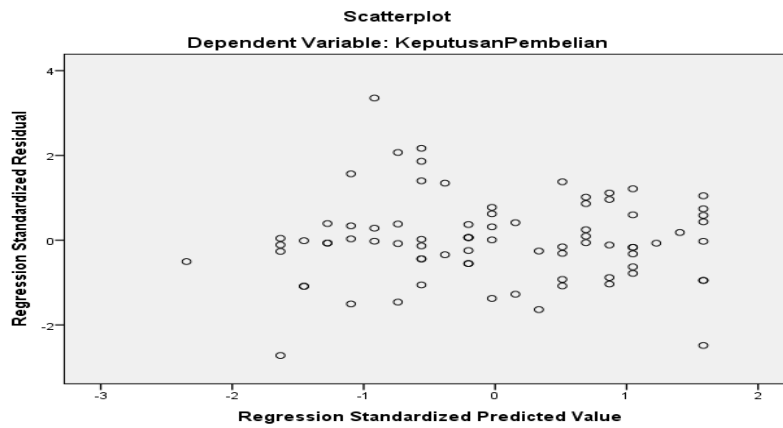


Figure 1
Homoscedasticity Test Results

Based on the graph, the residuals spread randomly, not following a certain pattern, so it can be concluded that the error has the same variance. Thus, the assumption of Homoscedasticity is fulfilled.

Non-Autocorrelation Test

H0: =0 (no autocorrelation)

H1: : 0 (there is autocorrelation)

TABLE 6 NONAUTOCORRELESS TEST I

Summer model ^b

Mo del	R	R Squa re	Adjuste d R Square	Std. Error of the Estim ate	Change Statistics					Durbin-Watson
					R Square Change	F Chan ge	df1	df2	Sig. F Change	
1	.761 _a	.580	.574	6.51420	.580	107,590	1	78	.000	1,953

a. Predictors: (Constant), BrandImage

b. Dependent Variable: Purchase Decision

Durbin Watson table k=6, n=37, alpha=0.05 : dL=1.130du=1.87

If $d > d_u$ then do not reject H_0 . So, from the Durbin Watson test, it can be concluded that there is no autocorrelation, the assumption of non-autocorrelation is fulfilled.

Multicollinearity Test

TABLE 7 MULTICOLONIERITY TEST

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	7.041	4.789		1,470	.146					
BrandImage	1.359	.131	.761	10.373	.000	.761	.761	.761	1,000	1,000

a. Dependent Variable: Purchase Decision

Based on the table above, the VIF value of the *brand trust variable* is less than 10, this shows that there is no multicollinearity in the regression model.

Hypothesis test

Simultaneous Test

Hypothesis:

H_0 : variable X does not affect Y together

H_1 : X variables that affect Y together

TABLE 8 SIMULTANEOUS TEST

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4565.568	1	4565.568	107,590	.000 ^b
	Residual	3309,919	78	42,435		
	Total	7875.487	79			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), BrandImage

Simultaneous testing was carried out with the F statistical test, based on the SPSS output, P-value $0.000 < 0.05$ was obtained, so the decision to reject H_0 . That is, the explanatory variable X affects the response variable Y.

Partial Test

Hypothesis:

$H_0: j = 0$ (variable X_j has no significant effect)

$H_1: j \neq 0$ (variable X_j has a significant effect) $j = 0, 1, 2, \dots, p$; $p =$ many parameters

TABLE 9 PARTIAL TEST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.041	4.789		1,470	.146
	BrandImage	1.359	.131	.761	10.373	.000

a. Dependent Variable: Purchase Decision

Based on the SPSS output, the P value on the Brand Image variable has a P-value of less than 0.05, so the decision to reject H_0 . So it can be concluded that that affects the decision to repurchase significantly or significantly.

Coefficient of Determination

TABLE 10 DETERMINATION COEFFICIENT

Summer model^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.761 _a	.580	.574	6.51420	.580	107,590	1	78	.000	1,953

a. Predictors: (Constant), BrandImage

b. Dependent Variable: Purchase Decision

The coefficient of determination (R-Square) is a proportion of y diversity that can be explained by the predictor variable x and the Adjusted R-Square (in simple linear regression) is a proportion of y diversity that can be explained by the regressor variable x if the number of observations of the regressor variable x changes . The Adjusted R-Square (in simple multiple linear regression) is a proportion of y variance that can be explained by the predictor variable if the number of regressor variables changes.

discussion

Effect of *Brand Image* on Purchase Decision

The results of this study are widely supported by previous studies that is research (Ronitua et al., 2018) *brand image* influences purchasing decisions for drinking water in the brand le minerale, based on the research results obtained, there are two indicators in the brand image that are the most influential, namely the strength of brand associations and the uniqueness of brand associations.

Study (Miati, 2020) based on results study *brand image* on the decision to purchase deenay veils (study on consumers of gea fashion banjar) . This thing means brand image (*brand image*) has a significant influence on purchasing decisions deenay veil .

Study (Auliannisa Gifani & Syahputra, 2017) based on results Brand image research on purchasing decisions for Oppo smartphone products at Telkom University students . This thing means brand image has a significant effect on purchasing decisions for smartphone oppo products with the magnitude of the influence of brand image on purchasing decisions for smartphone oppo products .

The results of this study state that in *Brand image* which includes: Strength of brand associations , uniqueness of brand associations, and superiority of brand associations have a positive and significant effect on purchasing decisions drinking water in le minerale packaging . This means that to improve purchasing decisions, the company must maintain the company's image in order to get a positive impression in the eyes of consumers.

Conclusion

Based on the results of the research that has been carried out, the results of the research in this study are that there is a positive and significant influence of *brand image* on purchasing decisions. This is evidenced by the results of the simultaneous test (F test) and partial test (t test), including: The results of the simultaneous test show that the independent variable (*brand image*) has a significant effect and the result of the coefficient of determination (Adjusted R Square) simultaneously shows an R value of 0.580 means 58.0% The purchase decision (Y) can be explained by the factors in the model (X). While the remaining 42.0% explained other factors that were not included in this research

model. The results of the partial test showed that significantly or significantly affecting the *brand image* of drinking water products in minerale packaging was the purchase decision, namely $\text{sig.t} < \text{sig.}\alpha$.

Suggestion

Companies should maintain a brand image within the company in order to be able to compete with other companies and be able to build brand identity in order to help consumers remember a company brand so as to create a positive image of the brand. For further researchers, the results of this study can be used as a reference for the development of further research, of course, by taking into account the weaknesses and limitations of this study.

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