

## **The Influence Of Purchasing Decisions Based On Brand Image And Product Quality**

**Rany Cahyani<sup>1</sup>**

<sup>1</sup>Department of Management, Universitas Negeri Jakarta, Indonesia

### **Abstract**

The purpose of this study is to investigate the influence of brand image on consumers. I am decided to purchase AQUA water. The problem studied is the intense competition between bottled water products in Indonesia. This study examines the impact of brand image and product quality on consumers purchasing decisions. The methods used are qualitative and based on literature and library research approaches. Theoretical and historical analyses are used to understand purchasing decisions. Consumer's perception of brand image, product quality, price, advertising, and brand image play an important role in purchasing decisions. This study also describes theoretical measurement elements for future research to describe, explain, and measure purchase decisions based on theoretical research

**Keyword:** product quality; brand image; purchase decision

## **1. Introduction**

One of the basic needs needed by living things in everyday life is water, water is a source of life that is needed, and drinking water is very important because as much as 70% of the human body needs water and contains water. The human body requires drinking water that must be consumed as much as 1-2.5 liters depending on gender, body needs, and daily activities.

Did the importance of meeting communities' needs for clean, sanitary, and readily available drinking water anytime and anywhere create a profitable business opportunity for many bottled water companies. As of 2022, there were 300 bottled water factories in Indonesia, of which 21 were members of the Association of Indonesian Packaged Drinking Water Companies (ASPADIN), while others chose not to join the association.

Groundwater contamination is making access to clean drinking water increasingly problematic in large cities. Therefore, people prefer bottled water as a convenient solution, especially in a lifestyle that values convenience. Bottled water is easy to carry, ready to drink, requires no boiling or preparation, and is available everywhere.

Aqua, a pioneer in Indonesia's bottled water industry, has competitive advantages that are difficult for competitors to match. The Aqua brand has a strong image that is deeply rooted in society. Therefore, the term "aqua" is commonly used as an alternative to bottled water. Although Aqua has built strong brand recognition and earned consumer trust, the company still faces competition from rivals seeking Aqua's success.

Therefore, for Aqua to remain competitive, it must maintain market share by building a strong brand image and maintaining product quality. This is very important to retain existing customers and attract new ones. When consumers know and trust a brand, they often form a strong emotional connection to that brand and continue to choose it. He says one of the reasons why consumers remain loyal to a product is because they are satisfied with the product's benefits, so they continue to use it. With this in mind, this study aims to find out the effect of Aqua brand bottled water on brand image, product quality, sales promotion, price, and customer satisfaction.

## **2. Literature Review**

### **2.1 Brand Image**

In marketing and business, brand image is the recognition and reputation a brand builds and maintains among its target audience and the broader market. It represents the complete mental and emotional picture that consumers associate with a particular brand, including their beliefs, feelings, attitudes, and experiences about that brand. A strong, positive brand image is critical to differentiating a brand in a competitive market because it influences consumer trust, loyalty, and purchasing decisions.

### **2.2 Product Quality**

Quality refers to the unique features and characteristics of a product that determine the product's ability to meet or exceed customer expectations and requirements. This is a fundamental concept in manufacturing and business that focuses on how well a product performs its intended function, operates reliably, and provides a positive user experience. Product quality is multifaceted and includes various aspects such as functionality, durability, safety, reliability, design, and overall product value. Product quality is one of the most

important guidelines for a product's competitiveness and must provide consumer satisfaction that is superior to, or at least the same as, that of its competitors. (Tri Febrianti et al., n.d.) Quality reflects all aspects of our product offering that benefit our customers. From the above explanation, product quality is the strength of a particular product that allows it to meet people's needs in the form of goods and services.

### **2.3 Purchase Decision**

In the field of consumer behavior and marketing, a purchase decision refers to a key point in the decision-making process when a consumer decides on and commits to purchasing a particular product or service. This decision represents the culmination of a series of cognitive, emotional, and practical steps that consumers go through when considering a purchase. This signifies the transition from a potential customer with intent to an actual purchaser, where the individual's various considerations and motivations converge to make the final decision. purchasing decisions are closely related to consumer characteristics (consumption behavior), and different consumers have different shopping habits. A purchase decision is the act of purchasing a product or service after weighing several existing options

### **3. Material and Method**

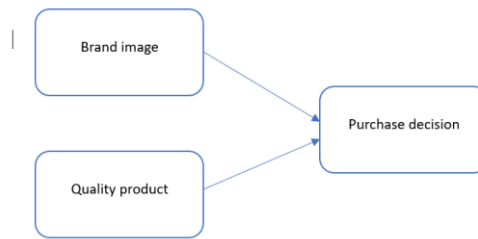
The research method used in this study is based on a literature review. The types of data collected are research results and secondary data in the form of various articles, library sources, and documents related to the topic. This study uses qualitative methods and builds a model based on theoretical research informed by major theories (Aspers & Corte, 2019). A literature review of previous studies and preparation of assumptions for obtaining variables of previous studies.

The data collection method was carried out using a literature review of Data collected from research libraries, and web-based data collection from previous researchers using Google Scholar to search for keywords, namely the influence of product image, brand image, advertising, and product price on purchasing decisions. The items used in this study are as follows.

#### **3.1 Design Study**

This section outlines the process of collecting and employing data to address the hypotheses put forth. The study focuses on individuals belonging to the millennial generation in Indonesia who use digital banking services. Those eligible to complete the questionnaire are individuals who actively utilize digital banking channels, including but not limited to mobile banking, internet banking, or other digital platforms.

### 3.2 Data Analysis



**Figure 1.** Research Model

**Table 1.** Scientific Article

No	Researcher, Year, Journal	Journal Title
1.	(Dwi & Nugraha, n.d.)	analisis pengaruh quality product, promotion, dan brand image terhadap keputusan pembelian air minum dalam kemasan merek aqua (studi pada masyarakat kebumen)
2.	(Ariyan et al., n.d.)	pengaruh brand awareness dan kepercayaan konsumen atas merek terhadap keputusan pembelian ulang minuman aqua di kota padang
3.	(Merek Terhadap Keputusan Konsumen Membeli Air Mineral Merek Aqua Di Kabupaten Kampar Khusnul Khotimah & Tuah Negeri Dumai, 2023)	ekuitas merek terhadap keputusan konsumen membeli air mineral merek aqua di kabupaten kampar
4.	(Litasari Hasibuan & Rahardian Sriandanda, n.d.)	pengaruh brand awareness dan brand image terhadap keputusan pembelian air minum dalam kemasan merek aqua pada warga perumahan bukit indah permai samarinda
5.	(Mercu et al., 2021)	analisis pengaruh pemasaran hijau terhadap citra merek dan keputusan pembelian aqua dan le minerale
6.	(Zahra Permata Putri, 2021)	the influence of green product, green marketing, and brand image on consumer purchasing decisions of bottled water
7.	(Rahmawati et al., n.d.)	keputusan pembelian ditinjau dari celebrity endorser, desain dan kualitas produk air minum dalam kemasan merek le minerale (studi kasus pada

		mahasiswa aktif prodi manajemen universitas islam batik surakarta
8.	(Hardiyanti & Nefianto, n.d.)	pengaruh minat, harga, promosi, citra merek, dan kualitas produk terhadap loyalitas konsumen dengan brand trust sebagai variabel mediasi
9.	(Subagyo et al., 2023)	pengaruh kualitas produk, harga, citra merek dan kesadaran merek terhadap keputusan pembelian energen (studi kasus masyarakat kota jakarta)
10.	(Tri Febrianti et al., n.d.)	pengaruh brand ambassador, citra merek dan kualitas produk terhadap minat beli produk skintific di kota mataram

#### 4. Result

The results of the conducted research show that product quality, brand image, and electronic word of mouth (E-WOM) have a significant influence on the purchase decision of Aqua Mineral Water in Ponologo Regency. This suggests that consumers in this region tend to choose Aqua due to these factors. According to (Dwi & Nugraha, n.d.), a study conducted (by Heruandika Putra & Ula Ananta Fauzi, 2023) found that product quality does not have a significant impact on purchase decisions, while advertising elements and brand image have a significant impact on purchase decisions.

has been shown to influence decision-making. Regency Kebumen Aqua Products. This highlights the importance of advertising and good brand image in influencing consumer decisions. (Litasari Hasibuan & Rahardian Sriandanda, n.d.) The results of this study show that brand awareness and brand image have a positive and significant impact on the purchase decision of Aqua Mineral Water by the residents of Bukit Inda Permai His Housing Samarinda. It shows that you are having an impact. This indicates that brand awareness and brand image contribute to consumer purchasing preferences. (Sudirjo et al., 2023) This study discusses the influence of brand image, advertising, and e-WOM on the purchase decision of MS Glow cosmetics in West Java. The results show that e-WOM, advertising, and brand image have a significant influence on consumer decision-making. Among these factors, brand image has been proven to

The same study showed that celebrity endorsement, product design, and product quality influence consumer decision-making when current Batik Surakarta Islamic University students purchase Le Minerale brand drinking water. (Rahmawati et al., n.d.). This highlights the importance of celebrity influence and product design in influencing purchasing decisions. Other Research (Hardiyanti & Nefianto, unconfirmed) This study discusses the factors that influence Kedai Kopi Janji His Jiwa brand loyalty such as interest, price, promotion, brand image, and product quality. The results show that brand trust is influenced by interest, price, and brand image. This highlights the importance of these factors in consumer loyalty to coffee brands. studies conducted (Subakyo et al., 2023) This study shows that although product quality positively affects purchase decisions, price, product image, and brand awareness also have an impact. These results suggest that several factors, including product quality, influence

the purchase decision of Energen products in Jakarta. (Tri Febrianti et al., n.d.) The results of this study show that brand ambassador, brand image, and product quality have a positive value. It has a significant impact on the purchase intention of Skintific products in Mataram city.

This indicates that these factors play an important role in influencing consumer interest. Finally, a study conducted by (Wydyanto & Ilhamalimy, 2021b) shows that brand image and price influence consumer trust and purchase decisions. This highlights the importance of how brand image and price influence consumer trust and purchase decisions.

## **5. Discussion**

His study yielded several results that demonstrate a positive impact on purchasing decisions, particularly brand image and product quality. Below is a summary of our findings regarding purchasing decisions based on brand image and product quality. One of the studies conducted by the aforementioned researchers shows that brand image and product quality have a significant impact on purchase decisions. Additionally, several factors influence purchasing decisions, such as advertising and promotions, price, packaging, and e-wom. Conclusions, Implications, and Recommendations

Based on the described findings, several conclusions can be drawn that are relevant to consumers' decisions when purchasing a particular product. First, product quality plays an important role in influencing purchasing decisions. This means that consumers tend to prefer higher quality products, as shown in several studies that found that improving product quality can improve consumer purchasing decisions. Suggests, Second, brand image also plays an important role in influencing purchasing decisions. A good brand image tends to give consumers an advantage when choosing a particular product. Consumers often choose brands that have a positive image. Third, price also influences purchasing decisions.

Affordable or competitive prices can encourage consumers to purchase a product. However, it is important to note that the results of such studies are not necessarily consistent across all brands and products. Other variables such as promotions, celebrity endorsements, and consumer interest can also influence purchasing decisions. Therefore, a deep understanding of consumer behavior and specific market conditions is the key to a successful marketing strategy. Although some studies have found positive effects between

Brand image and price influence purchasing decisions, but other studies have come to different conclusions. This highlights the complexity of consumer behavior, which may not be reducible to a single factor. Recommendations Based on the conclusions, the researcher proposes recommendations. Due to the limitations of past research data, deeper research using primary data is highly recommended to generate more accurate data according to characteristics.

## **6. References**

### **Article Journal**

Ariyan, H., Ekonomi, F., Negeri, U., Jl, P., Kampus, H., & Tawar-Padang, A. (n.d.). (). <http://news.okezone.com>

- Dwi, Y., & Nugraha, A. (n.d.). Yoga Dwi Adi Nugraha, S1 Manajemen, Universitas Putra Bangsa, yogadwiadinugraha88@gmail.com.
- Hardiyanti, R., & Nefianto, T. (n.d.). IKATAN SOSIOLOGI INDONESIA MALANG RAYA DAN SEKITARNYA PENGARUH MINAT, HARGA, PROMOSI, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN DENGAN BRAND TRUST SEBAGAI VARIABEL MEDIASI. In JSI Jurnal Socia Logica (Vol. 2, Issue 2).
- Litasari Hasibuan, N., & Rahardian Sriandanda, D. (n.d.). P E N G A R U H B R A N D A W A R E N E S S DAN B R A N D I M A G E TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM DALAM KEMASAN MEREK AQUA PADA WARGA PERUMAHAN BUKIT INDAH PERMAI SAMARINDA.
- Mercu, U., Jalan, B., Selatan, M., Kembangan, K., Barat, J., Keputusan, D., Aqua, P., Le Minerale, D., Nusraningrum, D., Mayang Mekar, T., & Gunawan, J. (2021). Bisma: Jurnal Bisnis dan Manajemen ANALISIS PENGARUH PEMASARAN HIJAU TERHADAP CITRA MEREK (Vol. 15, Issue 3). <https://jurnal.unej.ac.id/index.php/BISMA>
- Merek Terhadap Keputusan Konsumen Membeli Air Mineral Merek Aqua Di Kabupaten Kampar Khusnul Khotimah, E., & Tuah Negeri Dumai, S. (2023). Jurnal Mirai Management. Jurnal Mirai Management, 8(1), 227–237.
- Rahmawati, D. A., Kustiyah, E., & Marwati, F. S. (n.d.). KEPUTUSAN PEMBELIAN DITINJAU DARI CELEBRITY ENDORSER,DESAIN DAN KUALITAS PRODUK AIR MINUM DALAM KEMASAN MEREK LE MINERALE (Studi Kasus Pada Mahasiswa Aktif Prodi Manajemen Universitas Islam Batik Surakarta). [www.topbrand-award.com](http://www.topbrand-award.com),
- Subagyo, A., Anisah, F., kunci, K., Produk, K., Merek, C., Merek dan Keputusan Pembelian, K., & Author, C. (2023). p: ISSN : XXX PENGARUH KUALITAS PRODUK, HARGA, CITRA MEREK DAN KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELIAN ENERGEN (STUDI KASUS MASYARAKAT KOTA JAKARTA) of product quality, price, brand image, and brand awareness on energen purchasing decisions ( Jakarta City Community Case Study). In ELESTE : Economic Skill Journal (Vol. 3). <https://journal.stiegici.ac.id/index.php/eleste/index>
- Tri Febrianti, D., Edy Herman Mulyono, L., & Retnowati, W. (n.d.). PENGARUH BRAND AMBASSADOR, CITRA MEREK DAN KUALITAS PRODUK TERHADAP MINAT BELI PRODUK SKINTIFIC DI KOTA MATARAM.
- Zahra Permata Putri, A. (2021). Implementasi Pemikiran RA. Kartini dalam Pendidikan Perempuan Pada Era Globalisasi. In Jurnal Humanitas (Vol. 7, Issue 2).