



THE EFFECT OF BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASING DECISIONS FOR BRANDED BOTTLED WATER AQUA

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ABSTRACT

This study aims to determine: (1) The effect of brand image on purchasing decisions. (2) The effect of price on purchasing decisions. (3) The effect of promotion on purchasing decisions. (4) The effect of brand image, price, and promotion on purchasing decisions. This study was conducted in the city of Yogyakarta. The population in this study was all residents of Yogyakarta City who knew and consumed Aqua and were at least 17 years old. This study used a quantitative method with a total of 177 people and a sample of 170 respondents selected through purposive sampling and accidental sampling techniques. Data were collected using a questionnaire that had been tested for validity using *construct validity* and reliability using the *Cronbach alpha* formula and *composite reliability*. Data analysis techniques used *Structural Equation Modeling (SEM) 4.0*. The results of the study show: (1) brand image does not have a significant effect on the decision to purchase Aqua in Yogyakarta City. (2) price has a positive and significant effect on Aqua purchase decisions in Yogyakarta City. (3) promotion has a positive and significant effect on Aqua purchase decisions in Yogyakarta City. (4) Brand image, price, and promotion simultaneously have a positive and significant effect on Aqua purchase decisions in Yogyakarta City. The *R Square* value of 0.792 indicates that 79.2% of the variation in purchase decisions can be explained by these three factors. The conclusion is that brand image, price, and promotion also simultaneously influence the decision to purchase Aqua in Yogyakarta.

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh citra merek terhadap keputusan pembelian. (2) Pengaruh harga terhadap keputusan pembelian. (3) Pengaruh promosi terhadap keputusan pembelian. (4) Pengaruh citra merek, harga, dan promosi terhadap keputusan pembelian. Penelitian ini dilakukan di Kota Yogyakarta. Populasi dalam penelitian ini adalah seluruh penduduk Kota Yogyakarta yang mengenal dan mengonsumsi Aqua serta berusia minimal 17 tahun. Penelitian ini menggunakan metode kuantitatif dengan total 177 orang dan sampel sebanyak 170 responden yang dipilih melalui teknik purposive sampling dan accidental sampling. Data dikumpulkan menggunakan kuesioner yang telah diuji validitasnya menggunakan validitas konstruk dan reliabilitasnya menggunakan rumus Cronbach alpha serta reliabilitas komposit. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM) 4.0. Hasil penelitian menunjukkan: (1) citra merek tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian Aqua di Kota Yogyakarta. (2) harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Aqua di Kota Yogyakarta. (3) promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Aqua di Kota Yogyakarta. (4) Citra merek, harga, dan promosi secara simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Aqua di Kota Yogyakarta. Nilai R Square sebesar 0,792 menunjukkan bahwa 79,2% variasi dalam keputusan pembelian dapat dijelaskan oleh ketiga faktor tersebut. Kesimpulannya adalah bahwa citra merek, harga, dan promosi juga secara simultan memengaruhi keputusan pembelian Aqua di Yogyakarta.

1. Introduction

Increasingly dynamic and complex business competition creates opportunities and challenges for companies. One of them is the growing bottled water business. Companies must always develop and have a competitive advantage over other companies. The continuous growth in bottled water sales adds to the fact that the public's need for drinking water is also very high. The more people buy and consume bottled water, the greater the likelihood that the public will purchase the product.

Based on Figure 1, data from CNBC Indonesia shows that market share in Indonesia is dominated by the Aqua brand with a 50% share of the total number of consumers who consume bottled water. Le Minerale and Cleo each have a 5% market share, followed by Club with 4%, Tang with 3%, and Oasis and other brands with a combined 28% market share. The Aqua brand is already ingrained in consumers' minds, enabling it to dominate the bottled water market share. This is evident in the success of its products in winning the top brand award for the bottled water category in Indonesia. The market share percentage of the Aqua brand over the last four years is presented in Table 1 below.

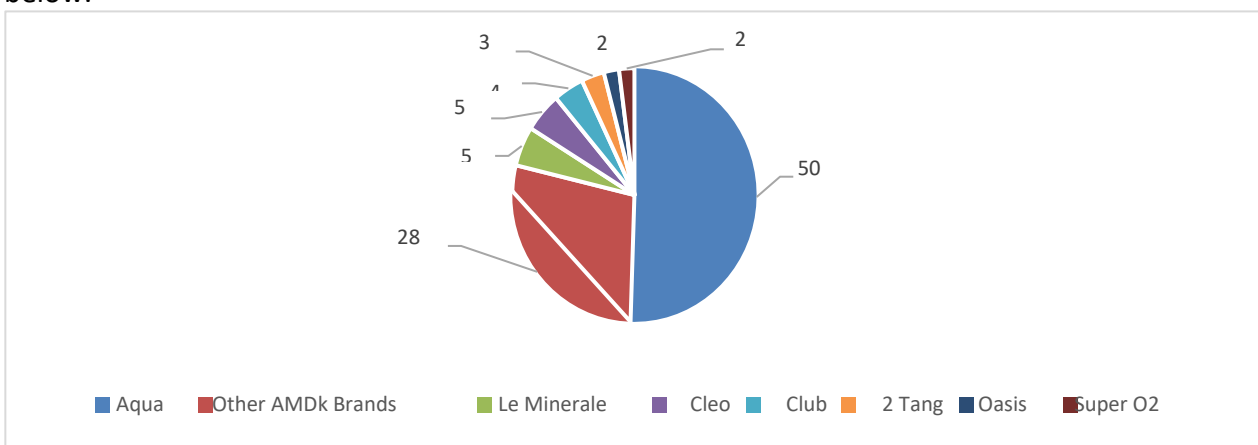


Fig. 1. Market Share of Branded Bottled Water in Indonesia; Source: CNBC Indonesia

Table 1. Top Brand Award for the Bottled Drinking Water Category, 2021-2024

Brand Name	2021	2022	2023	2024
Aqua	62.50	57.20	55.10	46.90
Le Minerale	4.60	12.50	14.50	18.80
Ades	7.50	6.40	5.30	5.50
Cleo	3.70	4.20	4.20	5.10
Club	5.80	3.80	3.50	3.30

Source: Top Brand Award

Based on Table 1, sourced from www.topbrand-award.com [1], Aqua ranked as the top brand in terms of market share in Indonesia from 2021 to 2024. Aqua's percentage in the Brand Index is the highest at 46.90% compared to other brands with a percentage of 18.80% for Le Minerale, 5.50% for Ades, 5.10% for Cleo, and the lowest percentage for Club at 3.30%. However, Aqua's percentage in the Top Brand Index (TBI) category has tended to decline from year to year. This is because the high level of competition in this business has caused consumers to switch brands when making purchasing decisions. Given the high level of competition in the bottled water market, it is hoped that Aqua can continue to improve its product innovation so that it can gain consumer trust to always buy Aqua. In addition to brand image, price also plays a role in purchasing decisions, as shown in Table 2 below.

Table 2. Prices of Bottled Drinking Water in Yogyakarta

Brand	Packaging	Contents	Price
Aqua	Bottle Bottle	330ml 600ml	Rp64,900 Rp80,000
Le Minerale	Bottle Bottle	330ml 600ml	Rp59,900 Rp59,900
Vit	Bottle Bottle	330ml 550ml	Rp36,000 Rp39,500

Source: Data processed by researchers, 2024

Based on Table 2, the highest price for bottled water in Yogyakarta is for the Aqua brand, while the lowest is for the Vit brand. Aqua's price is slightly higher than other brands. The large number of brands in this industry with selling prices below Aqua's has caused Aqua's market share to decline. One way to anticipate this is to increase promotion aimed at enhancing the brand image of the product in the minds of consumers so that they continue to consume the product. Aqua's marketing strategy is to use distribution channels that reach its market share. Its distribution covers the entire national territory and even exports its products. Other promotions are carried out through print media, electronic media, e-commerce, collaborations with artists, and sponsorship systems. Aqua continues to innovate and adapt to developments in order to maintain trust and relevance in the digital era, including in its promotions.

The basis for consumers' decisions to purchase bottled water is influenced by many factors, including brand image, price, and promotions carried out by the company. Brand image plays an important role in brand development because it concerns the reputation and credibility of a brand [2]. Kotler and Keller define brand image as the perceptions and beliefs held by consumers, which are reflected or embedded in the minds and memories of consumers themselves [3]. Empirically, the above description is reinforced by previous research conducted by Ismuputro that brand image has a significant effect on purchasing decisions [4]. Theoretically and empirically, it can thus be concluded that brand image is suspected to influence purchasing decisions.

In addition to brand image, another aspect that can influence consumers in making purchases is price. Kotler and Armstrong argue that price is the amount of money charged for a product, or the amount of value exchanged by consumers for the benefits of owning or using the product [5].

Empirically, the above description is reinforced by previous research conducted by Kasim et al., which states that price has a significant effect on purchasing decisions [6]. Theoretically and empirically, it can thus be concluded that price is believed to influence purchasing decisions. Another factor that consumers consider when buying a product is promotion. Without promotion, no matter how good the quality of a product is, it will be useless or not purchased by consumers if they have never heard any information about the product [2]. Lamb et al. assume that promotion is communication by sellers that informs, persuades, and reminds potential buyers of a product in order to influence their opinions or elicit a response [7]. Empirically, the above description is reinforced by previous research conducted by Setiawan et al. that promotion has a significant effect on purchasing decisions [8]. Theoretically and empirically, it can thus be concluded that promotion is believed to have an effect on purchasing decisions.

Based on the results of discussions from theoretical studies and several previous research results that have been described above, if made in the form of a picture, it will appear as in the following research model (Figure 2). From this conceptual framework, the following hypotheses are proposed:

H1: Brand image has a positive and significant effect on the purchase decisions of consumers.

H2: Price has a positive significant effect on the purchase decision of consumers.

H3: Promotion has a positive and significant on the purchase decision of consumer

H4: Brand image, price, and promotion simultaneously has a positive and significant effect on the purchase decision of consumers.

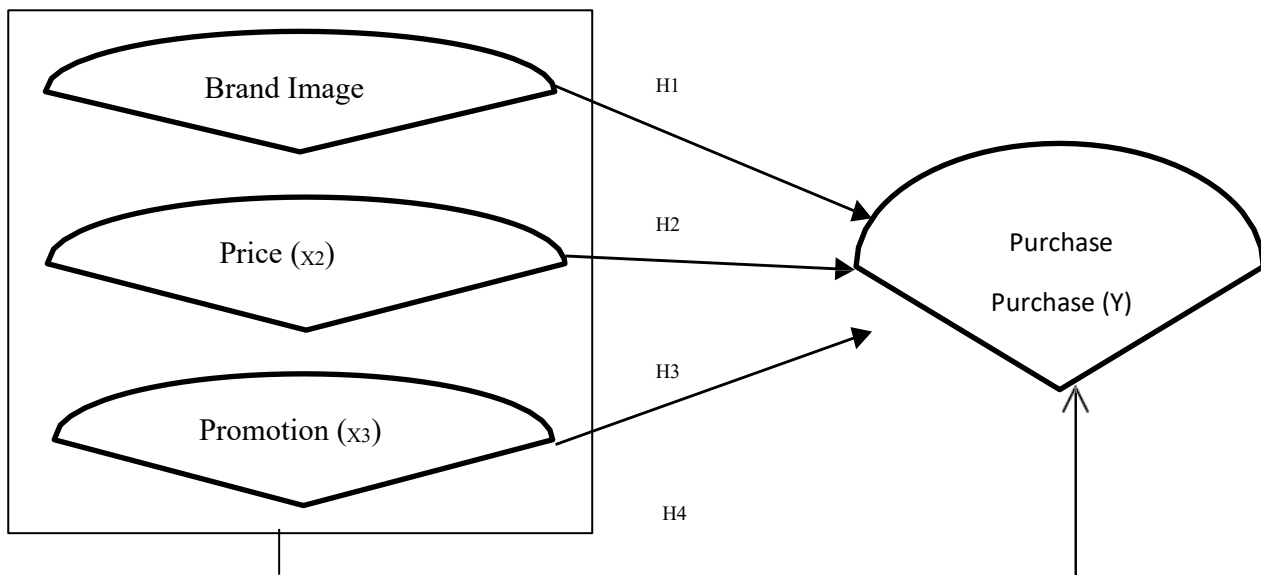


Fig. 2 Research Paradigm/Model; Source: The Author's Own Work

2. Method

This type of research uses a quantitative method with a survey strategy, where the main data is collected using a questionnaire from previous research that has been modified. It is used to study a specific population or sample, and data is collected with research instruments that use statistical or quantitative analysis with the aim of describing and testing previously established hypotheses.

The sample in this study was the population of Yogyakarta City who knew and consumed Aqua and were over 17 years of age. The number of samples in this study was 177 respondents. The sampling technique was based on the researcher's objectives, namely purposive sampling and accidental sampling. The data collection technique in this study used a Likert scale questionnaire with odd answer options. Data analysis in this study used SmartPLS software.

V.4.1.1.2. Data that passed the prerequisite test for parametric statistical data processing was then used in hypothesis testing to answer the research questions.

3. Results and Discussion

Results and discussion can be made as a whole that contains research findings and explanations.

3.1. Results

This survey research used a quantitative approach and interval data that was processed using parametric statistics. Before data analysis, the data had to pass several prerequisite tests, namely convergent validity, discriminant validity, construct reliability, composite reliability, and R² (R-Square).

The results of the prerequisite tests are briefly described below.

3.1.1. Convergent Validity Test

Convergent Validity is a form of construct validity used to measure the extent to which indicators that should be correlated within a construct actually show a strong relationship with each other. All research variables are normally distributed, according to Table 3, because the significance value is greater than 0.7.

Table 3. Outer Loading Results

Indicator	Brand Image	Price	Promotion	Purchase Decision	Note
C1	0.778				Valid
C2	0.756				Valid
C3	0.780				Valid
C4	0.853				Valid
C5	0.731				Valid
C6	0.766				Valid
C7	0.846				Valid
C8	0.723				Valid
H1		0.829			Valid
H2		0.747			Valid
H3		0.784			Valid
H4		0.751			Valid
H5		0.744			Valid
H6		0.771			Valid
H7		0.720			Valid
H8		0.763			Valid
P1			0.842		Valid
P2			0.795		Valid
P3			0.756		Valid
P4			0.828		Valid
P5			0.813		Valid
P6			0.804		Valid
P7			0.767		Valid
P8			0.790		Valid
KP1				0.781	Valid
KP2				0.851	Valid
KP3				0.846	Valid
KP4				0.749	Valid
KP5				0.712	Valid
KP6				0.756	Valid
KP7				0.768	Valid
KP8				0.817	Valid
KP9				0.740	Valid

Source: Smart PLS V.4.1.1.2 Output

3.1.2. Discriminant Validity Test

Discriminant validity is used to ensure that the constructs or variables in the measurement model actually measure different things and do not overlap with one another. Table 4 shows the cross loading values for the variables of brand image, price, promotion, and purchase decision, which have correlation values between the indicators (instruments) and the constructs (variables); indicators (instruments) on other constructs (variables). This indicates that the model used has good fit and is able to effectively distinguish between different constructs.

Table 4. *Cross Loading Results*

Indicator	Brand Image	Price	Promotion	Purchase Decision	Note
C1	0.778	0.615	0.498	0.615	Valid
C2	0.756	0.698	0.676	0.629	Valid
C3	0.780	0.701	0.585	0.646	Valid
C4	0.853	0.630	0.620	0.655	Valid
C5	0.731	0.550	0.421	0.508	Valid
C6	0.766	0.560	0.512	0.469	Valid
C7	0.846	0.672	0.690	0.695	Valid
C8	0.723	0.561	0.483	0.487	Valid
H1	0.660	0.829	0.761	0.722	Valid
H2	0.574	0.747	0.606	0.596	Valid
H3	0.643	0.784	0.718	0.660	Valid
H4	0.635	0.751	0.664	0.717	Valid
H5	0.637	0.744	0.703	0.731	Valid
H6	0.588	0.771	0.574	0.611	Valid
H7	0.514	0.720	0.672	0.659	Valid
H8	0.655	0.763	0.636	0.623	Valid
P1	0.672	0.775	0.842	0.782	Valid
P2	0.682	0.726	0.795	0.646	Valid
P3	0.610	0.745	0.756	0.633	Valid
P4	0.645	0.676	0.828	0.715	Valid
P5	0.613	0.781	0.813	0.688	Valid
P6	0.507	0.692	0.804	0.671	Valid
P7	0.422	0.588	0.767	0.555	Valid
P8	0.462	0.601	0.790	0.587	Valid
KP1	0.630	0.734	0.640	0.781	Valid
KP2	0.621	0.708	0.693	0.851	Valid
KP3	0.672	0.721	0.707	0.846	Valid
KP4	0.586	0.655	0.569	0.749	Valid
KP5	0.560	0.689	0.657	0.712	Valid
KP6	0.585	0.718	0.657	0.756	Valid
KP7	0.639	0.607	0.632	0.768	Valid
KP8	0.556	0.660	0.655	0.817	Valid
KP9	0.515	0.645	0.622	0.740	Valid

Source: Smart PLS V.4.1.1.2 Output

3.1.3. Composite Reliability Test

Composite Reliability is used to ensure the internal consistency of the indicators that form the latent variables. Composite Reliability in SmartPLS is the main tool for measuring reliability. Table 5 shows that all variables in this study have Cronbach's Alpha and Composite Reliability values that exceed the minimum limit of 0.70. Based on these results, all variables can be categorized as reliable. In addition, the Average Variance Extracted (AVE) value for all variables exceeds 0.5, which indicates that each latent construct has met the convergent validity criteria.

3.1.4. R-Square Test (R^2)

Table 6 shows the R-Square result of the purchase decision variable of 0.792, which indicates that the variables of brand image, price, and promotion are able to explain the purchase decision variable by 79.2%, while the remaining 20.8% is explained by other variables outside the variables studied in this research.

Table 5. Composite Reliability Test Results

Variable	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand Image	0.908	0.925	0.609
Price	0.898	0.918	0.584
Purchase Decision	0.920	0.934	0.611
Promotion	0.920	0.934	0.640

Source: Primary Data Processed 2025

Table 6. Determination Coefficient Results (R^2)

Variable	R-square	Adjusted R-square
Purchase Decision	0.792	0.788

Source: Primary Data Processed 2025

3.1.5. Hypotesis Testing

A relationship is considered significant if the p-value is smaller than the predetermined significance level (in this study, a significance level of 0.05 was used). Based on Table 7, the results of the hypothesis test using the bootstrapping method can be described as follows.

1. Brand Image

Table 7 shows that the brand image variable is known to have a path coefficient value of 0.155 and a P-value that forms the influence of brand image on purchasing decisions of $0.103 > 0.05$ and a positive T-statistic value of $1.266 < 1.96$. Based on these test results, it can be concluded that the results of hypothesis 1 cannot be accepted. This proves that brand image does not have a significant influence on purchasing decisions.

2. Price

Table 7 shows that the price variable has a path coefficient value of 0.520 and a P-value that forms the influence of price on purchasing decisions of $0.000 < 0.05$, coupled with a positive T-statistic value of $4.816 > 1.96$. Thus, this result is in accordance with the rule of thumb. Based on these test results, it can be stated that hypothesis 2 is accepted.

3. Promotion

Table 7 shows that the promotion variable is known to have a path coefficient value of 0.262 and a P-value that forms the influence of promotion on purchasing decisions is $0.001 < 0.05$, coupled with a positive T-statistic value of $2.990 > 1.96$. Thus, these results are in accordance with the rule of thumb. Based on these test results, it can be stated that hypothesis 3 is accepted.

Table 7. Hypothesis Test Results

Path Coefficients	Original sample (O)	T statistics (O/STDEV)	P-values	Description
Brand Image → Purchase Decision	0.155	1.266	0.103	Not Significant
Price → Purchase Decision	0.520	4.816	0.000	Significant
Promotion → Purchase Decision	0.262	2.990	0.001	Significant

Source: Primary Data Processed 2025 →

3.1.6. Simultaneous Hypothesis Test

Table 8. T-Test Results

Hypothesis	Model	F calculation	P-value	Note
Brand Image, Price, and Promotion → Purchase Decision	Regression	209.089	0.113	Simultaneous

Source: Primary Data Processed 2025

The results of the fourth hypothesis in Table 8 regarding the combined effect of brand image, price, and promotion on purchasing decisions can be seen in the calculated f value (209.089) > table f value (0.113) and p value (0.000) < 0.05. It can be concluded that the hypothesis stating that brand image, price, and promotion jointly influence purchasing decisions can be accepted.

3.2. Discussion

3.2.1. The Influence of Brand Image on Purchase Decisions

Based on the P-value test results showing significance above the error value, the Brand Image Hypothesis is accepted as having a positive influence on purchasing decisions in this study. The effect is positive and significant, as indicated by a positive T-statistic value of 1.266 < 1.96, and a significance level of 0.103, which is greater than 0.05 (Sig < 0.005).

3.2.2. The Effect of Price on Purchase Decisions

Based on the results of the P-value test showing significance below the error value, the Price Hypothesis is accepted as having a positive influence on purchasing decisions in this study. The effect is positive and significant, as indicated by a positive T-statistic value of 4.816 > 1.96 and a significance level of 0.000, which is less than 0.05 (Sig < 0.005).

3.2.3. The Effect of Promotion on Purchase Decisions

Based on the P-value test results showing significance below the error value, the Promotion Hypothesis is accepted as having a positive effect on purchasing decisions in this study. The effect is positive and significant, as indicated by a positive T-statistic value of 2.990 > 1.96, and a significance level of 0.001, which is less than 0.05 (Sig < 0.005).

3.2.4. The Influence of Brand Image, Price, and P on Purchase Decisions

The hypothesis that brand image, price, and promotion have a positive effect on consumer satisfaction in this study is accepted, as indicated by the P value results, which show that a significance value of 0.000 < 0.05 indicates that brand image, price, and promotion have a positive and significant effect on purchasing decisions. This strengthens the conclusion that all independent variables in this study are proven to influence the dependent variable simultaneously.

4. Conclusions

- a. There is a positive but insignificant influence between brand image and the purchase decision of Aqua in Yogyakarta City.

- b. There is a positive and significant influence between price and the decision to purchase Aqua in Yogyakarta City.
- c. There is a positive and significant influence between promotion and Aqua purchase decisions in Yogyakarta City.
- d. There is a positive and significant simultaneous effect between brand image, price, and promotion on Aqua purchase decisions in Yogyakarta City. This is evidenced by the R Square test result of 0.792 or 79.2%.

Further research may consider and add other variables that may influence purchasing decisions, such as product quality, consumer trust, and packaging. To obtain more in-depth results, sampling techniques in subsequent studies may also use different approaches. Further research may also conduct studies in a broader scope so that the findings can be generalized in more contexts.

Conflict of interest

The funders were not involved in the design of the study, collection, analysis, or interpretation of data, writing of the manuscript, or decision to publish the results of the study.

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