The Influence of Brand Image and Price on Purchasing Decisions For Bottled Mineral Water (AMDK)

Nataliani[1]*, **Veronika Oktaviani[2]**
Fakultas Bisnis dan Akuntansi, Universitas Katolik Musi Charitas
Corresponding author: natalianinataliani12@gmail.com

ABSTRACT

Purpose. The purpose of this study was to see whether brand image and price have a positive effect on purchasing decisions for bottled mineral water (AMDK).

Methods. The data used in this study are qualitative in nature. The data used for processing is primary data, namely data obtained directly from the main source, namely respondents who have filled out questionnaires (google forms), forms of data related to Brand Image, Price and Purchasing Decisions. This data was obtained by researchers using a survey, namely distributing questionnaires online to each respondent. and the tool for analyzing using the SPSS 25 software application. The population taken in this study were users of bottled mineral water products who knew and had used bottled mineral water (AMDK) products. Determination of the sample of this study amounted to 91 respondents, using non probability sampling techniques.

Findings. The results of this study state that: (1) There is a positive and significant effect of brand image on purchasing decisions for bottled mineral water (AMDK), (2) There is a positive and significant effect of price on purchasing decisions for bottled mineral water (AMDK).

Implication. Based on the research results of the brand image and price variables in influencing purchasing decisions for bottled mineral water (AMDK), therefore it is necessary to make efforts to build a correct and appropriate brand image and provide quality in accordance with the price, these efforts can be by seeing and understanding customer desires in order to create a positive experience which will later become a reference for other consumers in purchasing decisions for bottled mineral water.

Keywords: Marketing; Brand Image; Price, Puchasing Decisions.

ABSTRAK

Tujuan. Tujuan dari penelitian ini adalah untuk mengetahui apakah citra merek dan harga berpengaruh positif terhadap keputusan pembelian air minum dalam kemasan (AMDK).

Metode. Data yang digunakan dalam penelitian ini bersifat kualitatif. Data yang digunakan untuk diolah adalah data primer, yaitu data yang diperoleh secara langsung dari sumber utama yaitu responden yang telah mengisi kuesioner (google form), berupa data-data yang berhubungan dengan Citra Merek, Harga dan Keputusan Pembelian. Data ini diperoleh peneliti dengan menggunakan survei yaitu menyebarkan kuesioner secara online kepada setiap responden. dan alat untuk menganalisis menggunakan aplikasi software SPSS 25. Populasi yang diambil dalam penelitian ini adalah pengguna produk air mineral dalam kemasan yang mengetahui dan pernah menggunakan produk air mineral dalam kemasan (AMDK). Penentuan sampel penelitian ini berjumlah 91 responden, dengan menggunakan teknik non probability sampling.

Hasil. Hasil penelitian ini menyatakan bahwa: (1) Terdapat pengaruh positif dan signifikan citra merek terhadap keputusan pembelian air mineral dalam kemasan (AMDK), (2)

Terdapat pengaruh positif dan signifikan harga terhadap keputusan pembelian air mineral dalam kemasan (AMDK).

Implikasi. Berdasarkan hasil penelitian dari variabel citra merek dan harga dalam mempengaruhi keputusan pembelian air mineral dalam kemasan (AMDK), oleh karena itu perlu adanya upaya untuk membangun citra merek yang benar dan tepat serta memberikan kualitas yang sesuai dengan harga, upaya tersebut dapat dengan melihat dan memahami keinginan pelanggan agar tercipta pengalaman positif yang nantinya akan menjadi acuan bagi konsumen lain dalam keputusan pembelian air mineral dalam kemasan.

Kata Kunci: Pemasaran; Brand Image; Harga; Keputusan Pembelian.

1. INTRODUCTION

Along with the times, economic growth in Indonesia is growing rapidly. Every company is required to be more sensitive, creative, and innovative in order to remain competitive in the market. The requirement that must be done by the Company in order to achieve success in competition is to strive to achieve the goal of creating and retaining customers. In order for this goal to be achieved, each company must strive to produce and deliver the goods and services that consumers want at the right price and quality. People are now starting to think selectively and smart in choosing a product, so that they will get the use or benefits of a product.

Consumers are an important factor in the success of companies in producing goods and services, so companies must be able to what are the needs and expectations of consumers. In fact, some of the factors that influence consumer purchasing decisions are brand image and price. Brand image or brand image is the identity of goods or services. A well-known and trusted brand is an invaluable asset. The public's need for mineral water is very high even though the availability of mineral water that is suitable for consumption in the sense of quality and guaranteed in terms of health is very difficult to obtain, so that many consumers, especially in big cities, cannot be separated from bottled water. Every time they make a purchase decision, consumers evaluate their attitudes. Trust is used by consumers to evaluate a brand, then consumers will be able to make a decision to buy or not so that consumers will be loyal or not.

In this day and age, there are more and more emerging brands of bottled mineral water (AMDK) in the community that provide an attractive image and at an affordable price, making it difficult for consumers to make purchasing decisions. This certainly makes it difficult for the bottled mineral water industry to keep up with all kinds of newly emerging similar products, but companies naturally capitalize on this growth potential and offer unique product advantages to stay ahead of the competition. The more buyers, the more Many customers play a relatively important role in deciding what product to buy and who wants to buy the product.

Mineral water is water that has mineral content. These minerals can include magnesium, calcium, sodium, iron, and zinc. Although the form, color, and taste are similar, mineral water is different from plain water. The difference between the two can be seen in the following ways.
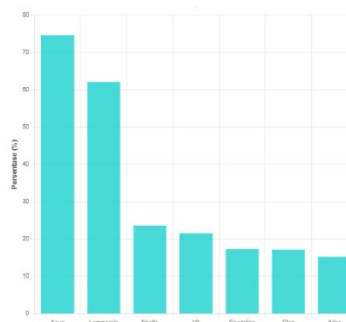

Figure 1. 7 Favorite Mineral Water Brands in Indonesia (2023)

There are various brands of bottled mineral water marketed in supermarkets. Based on the results of a poll survey aka JakPat on September 26, 2022 with 1,434 respondents, Aqua is the most preferred mineral water brand in Indonesia. Le Minerale is ranked second as the most favorite mineral water brand with a percentage of 62.1%. Furthermore, Nestle and Vit are ranked third and fourth, respectively with a percentage of 23.6% and 21.6%. Then, Crystalline and Cleo have a percentage of 17.3% and 17.2% respectively. Meanwhile, Ades ranked at the bottom with a percentage of 15.3%. With 90% of consumers looking for premium brand logos on product packaging and TV commercials, any successful brand drop in the Indonesian market will influence their purchasing decisions. Key factors for companies to compete in the market is that companies should pay attention to core consumers when choosing products and the process of evaluating alternatives to make different purchasing decisions. Decide which product to buy. The company fails to sell the quality of its products, the high price of its products compared to similar products from other brands, and the fact that its products reach consumers and compete with other products in distribution. This is because change takes a long time (Fera, 2023).

Figure 2. Popular ADMK products in Indonesia

Generally, bottled drinking water products have several sizes that are sold among the public and are often found, including 220 ml plastic cup packaging, 330 ml plastic bottle packaging, 600 ml, 1.5 liter and 19 liter gallon packaging. And one of the packaging that is often chosen by consumers is 600 ml, which is a packaging that is more attractive at an affordable price and more efficient when consumed. However, the use of 1x use plastic packaging for bottled water will certainly be a hot conversation for consumers. Because one of the problems that currently occurs in the wider world, including in Indonesia is the problem of waste. Until now, the use of plastic waste has become a serious problem because plastic waste takes a long time to fully decompose. According to information obtained from the Indonesian Plastic Industry Association (INAPLAS) and The Central Bureau of Statistics (BPS) states that the amount of plastic waste in Indonesia has reached 64 million tons/year, of which 3.2 million tons are dumped into the sea. In terms of marine pollution, Indonesia is the second largest producer of marine plastic waste in the world after China, which produces 262.9 million tons of marine debris. Hence, the importance of public awareness of environmental sustainability in relation to reducing the amount of daily waste generated. With the emergence of various threatening issues regarding sustainability environmental awareness, public awareness is also starting to grow. Of course this will affect the sales of bottled mineral water, which usually uses strong and durable plastic material to maintain the quality of pure mineral water so that it will certainly be difficult to decompose. The government is aggressively realizing a clean environment without plastic waste, such as starting to bring their own drinking water bottles, of course this will be a serious obstacle for the future of bottled mineral water (AMDK), especially AMDK whose products have a fairly expensive price than other drinking water. According to Kotler and Keller (2016) purchasing decisions are part of consumer behavior, namely about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences are able to satisfy consumer needs and desires.

The research gap in previous studies is a study conducted by (Fera, 2023) which obtained the results of in-depth interviews conducted directly with consumers of aqua products. According to respondents, Aqua targets the middle class so the price tends to be high. quality. Respondents stated that Aqua products can compete with other brands because the price is relatively comparable to other brands, the price is very affordable and the product is the top priority, indicating that these results then support other empirical findings conducted by Widjayanti & Suprihhadi (2018) and Novansa & Ali (2017) which reveal that price has a positive and significant effect on purchasing decisions. However, these findings contradict Deisy et al. (2018) and Mandey (2013) which state that price has no effect on purchasing decisions. However, the results of research by Nasution. (2019) shows that price may not significantly affect purchasing decisions, but at the same time price has a positive and significant effect on purchasing decisions. This research is supported by Niu Haitao (2022) and the research shows that price affects purchasing decisions. According to Maftuchach (2022), research shows that brand image positively influences purchasing decisions. Foster (2016) brand image positively influences purchasing decisions. On the other hand, according to Nugroho and Sarah (2021), research shows that brand image has no significant effect on purchasing decisions. Foster's research (2016) also states that brand image positively influences purchasing decisions. From the background and gaps that exist from previous research, the researcher wants to examine this problem, To determine and analyze the effect of Brand Image has a positive and significant effect on purchasing decisions for bottled water products. and To determine and analyze the effect of Price has a positive and significant effect on purchasing decisions for bottled water products.

2. LITERATURE REVIEW AND HIPOTESIS

Brand Image

Brand image is an asset and a liability, which can simultaneously increase or decrease value with the availability of products or services to consumers. By having attributes and benefits that are carried, the characteristics that have been attached to the brand and it becomes different from other existing competitors (Mulyono, 2016). This makes consumer perceptions that are influenced by the strong characteristics of the product will lead to a higher brand image in the eyes of consumers (Sallam, 2016). According to (Siahaan, 2023) Brand image can be defined as a representation of the overall perception of the brand formed from information and past experiences of consumers of certain brands, brand image is related to attitudes, beliefs and preferences for certain brands, a brand that succeeds in creating a positive image of consumers will be more likely to encourage consumers to make purchases.

Price

Price is the value generated by consumers which converts the benefits of ownership or use into a product or service. The result of one of the elements derived from price is revenue. The increase in sales, profits and market share generated is influenced by price. When prices increase, it can reduce the demand for a product because price is an important element in a buying and selling transaction that has a direct effect on consumers. Where price is part of an important element to be determined when entering a market with a very high competitive level (Hustić & Gregurec, 2015). According to Venessa and Arifin (2017), Price plays an important role in marketing for sellers and buyers. Price is a monetary unit or the value of an item expressed in the form of money that is exchanged in order to obtain ownership rights. The price of a product is basically the amount the customer has to pay.

Purchasing Decisions

Kotler and Armstrong (2012) state that for consumers, buying is not just one action but consists of several interrelated actions. So that to determine purchasing decisions, there are many

factors that influence it, such as promotion and price (Simanihuruk Peran, 2022). According to Bancin (2021), a purchase decision is a final action taken by consumers as a form of answer to consumer needs through a series of evaluation processes of several existing alternatives.

According to Kotler & Keller, there are several indicators of purchasing decisions, as follows:

1) Problem Recognition, which is the stage where consumers recognize a brand that is right for their needs.
2) Information Search, namely information about brands through various media supports consumers to find out the advantages of a brand.
3) Alternative Evaluation, which is the most suitable brand compared to other alternative brands.
4) Purchasing Decisions, namely consumer confidence in making decisions on brands.
5) Behavior after purchase, namely the positive perception of consumers after using the product with the brand purchased.

HYPOTESIS DEVELOPMENT

Brand image can be defined as a representation of the overall perception of the brand formed from information and past experiences of consumers of certain brands, brand image is related to attitudes, beliefs and preferences for certain brands, a brand that succeeds in creating a positive image of consumers will be more likely to encourage consumers to make purchases. (Siahaan ayu, 2023) This is also supported by research from Maftuchach (2022) and Foster (2016). This is also in accordance with research conducted by (Agnes Dwita Susilawati, 2021) that brand image has a positive and significant effect on purchasing decisions. So the first hypothesis in this study is :

H1 : Brand Image has a positive and significant effect on purchasing Bottled Mineral Water (AMDK) products.

Price is related to how price information is fully understood by consumers and provides deep meaning for them. When consumers evaluate and research the price of a product, it is strongly influenced by the behavior of the consumers themselves. Thus, the assessment of the price of a product is said to be expensive, cheap or ordinary from each individual does not have to be the same, because it depends on individual perceptions based on the living environment and individual conditions (Tauwi, 2023). This is supported by research belonging to Ghanimata F and Kamal M (2012), so the second hypothesis in this study is:

H2 : Price has a positive and significant effect on the purchase of bottled mineral water (AMDK) products.
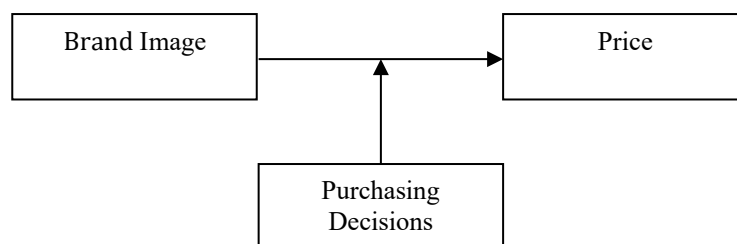

Figure 3. Research Model

3. RESEARCH METHODOLOGY

This research belongs to basic research and empirical research. Basic research is research that is used to develop existing theories or find theories that will underlie applied research (Sujarweni, 2020). Empirical research is an approach carried out by field research by seeing and observing what happens in the field of the application of these regulations in practice in society. According to Sugiyono (2007: 90) population is a generalization area consisting of objects / subjects that have

certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study are users of bottled mineral water products who know and have used bottled mineral water (AMDK) products. According to Sugiyono (2007: 91) the sample is part of the number and characteristics of the population. Sampling in this study using saturated sampling, which is a sampling technique when all members of the population are used as samples (Sugiyono, 2011: 85). The number of samples taken in this study were 91 respondents, which were considered to have represented the population of this research data. Sampling in this study using non-probability sampling techniques, where this technique according to Sugiyono (2017) is a sampling technique that does not provide equal opportunities for each member in the population to be selected as a sample. Purposive sampling is sampling limited to certain types of people who can provide the desired information. They must meet the criteria specified by the researcher (Sekaran & Bougie, 2017).

The reason for using this technique in determining the sample is because not all samples have the appropriate criteria intended. Therefore, the selected sample is determined on the basis of criteria that have been determined from the beginning. The sample criteria in this study are:
1) Respondents are female or male aged 12-50 years.
2) Respondents who know and have used Bottled Mineral Water products at least 3 times.

The data used in this study are qualitative in nature. The data used for processing is primary data, namely data obtained directly from the main source, namely respondents who have filled out questionnaires (google forms), forms of data related to Brand Image, Price and Purchasing Decisions. This data was obtained by researchers using a survey, namely distributing questionnaires online to each respondent. According to Sugiyono (2017) primary data is data obtained from primary sources, both from individuals and from groups of people such as the results of filling out questionnaires.

Analysis Techniques

The data collection technique used in this study is by distributing questionnaires from individuals to other individuals. According to Sugiyono (2014: 230), a questionnaire is a data collection technique by which the researcher provides a list of questions or written statements for respondents to answer. In this study, researchers distributed questionnaires directly and online. The measurement scale in this study uses a Likert scale using a score interval of 1-5. According to Sugiyono (2018) the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

The following is an answer statement for each score, namely:
1) Strongly disagree (STS)
2) Disagree
3) Neutral
4) Agree
5) Strongly agree

4. RESULTS AND DISCUSSION

Validity Test

Table 1. Research Results

Variabel	Indikator	r-hitung	r-tabel	Description
	B1	0,595	0,206	VALID
	B2	0,770	0,206	VALID
	B3	0,724	0,206	VALID
Brand Image	B4	0,718	0,206	VALID
	B5	0,704	0,206	VALID
	B6	0,680	0,206	VALID
	B8	0,798	0,206	VALID

Variabel	Indikator	r-hitung	r-tabel	Description
	B9	0,683	0,206	VALID
	B10	0,701	0,206	VALID
Price	H1	0,851	0,206	VALID
	H2	0,758	0,206	VALID
	H3	0,770	0,206	VALID
	H4	0,740	0,206	VALID
	H5	0,699	0,206	VALID
Purchasing Decisions	KP1	0,705	0,206	VALID
	KP2	0,763	0,206	VALID
	KP3	0,667	0,206	VALID
	KP4	0,703	0,206	VALID
	KP5	0,812	0,206	VALID

Source: Primary data processed, 2023

Based on the results of the validity test calculation, the three variables in the form of Brand Image, Price and Purchase Decision are declared valid because the results of r count> r table.

Reliability Test

Table 2. Reliability Test

Variabel	Cronbach's Alpha Hitung	Cronbach's Alpha	Description
Brand Image	0,875	0,70	Reliabel
Price	0,822	0,70	Reliabel
Purchasing Decisions	0,780	0,70	Reliabel

Source: Primary data processed, 2023

This table is the result of reliability testing with 106 respondents. This table shows that the calculated Cronbach's alpha value on the Brand Image variable (X1) is 0.875; Price (X2) is 0.822 and the calculated Cronbach's alpha value on the Purchasing Decision variable (Y) is 0.780. So it can be concluded that all variables in this study are reliable because the Cronbach's alpha value is> 0.70.

Classical Assumption Test
Normality Test

Table 3. Normality Test

	Unstandardized Residual	Description
Asymp. Sig. (2-tailed)	**0,059**	**Normal**

Source: Primary data processed, 2023

Based on the normality test in the table, the significant value obtained is 0.059 where this significance value is greater than 0.05, so H0 is accepted, meaning that the residuals are normally distributed.

Multicolonierity Test

Table 4. Multicolonierity Test

Variabel	Collinearity Statistics	
	Tolerance	VIF
Brand Image	0,316	3,169
Price	0,316	3,169

Source: Primary data processed, 2023

Based on the table, it can be concluded that this study has a good regression model and there is no correlation between the independent variables because the tolerance value> 0.10 and VIF < 10.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Variabel	Sig.	Description
Brand Image	0,727	No Heteroscedasticity
Price	0,867	No Heteroscedasticity

Source: Primary data processed, 2023

Based on the table, it can be concluded that the significance value of the Brand Image and Price variables is more than 0.05, namely 0.727 and 0.867, which means that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

Coefficients					
Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,023	0,761		1,344	0,182
Brand Image	0,135	0,035	0,237	3,896	0,000
Price	0,711	0,058	0,741	12,165	0,000

Source: Primary data processed, 2023

Based on the table, the regression equation is obtained as follows: Y = 1.023 + 0.135 + 0.711 + e

Conclusion: If the Brand Image variable increases by 1%, the Purchasing Decision variable can be predicted to increase by 13.5% at a constant 1,023. Likewise, if the Price variable increases by 1%, the Purchasing Decision variable can be predicted to increase by 71.1% at a constant 1,023.

Hypothesis Test

Table 7. t test

Coefficients					
Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,023	0,761		1,344	0,182
Brand Image	0,135	0,035	0.237	3,896	0,000
Price	0,711	0,058	0,741	12,165	0,000

Source: Primary data processed, 2023

Based on the table above, it can be concluded that H1 and H2 are accepted because the significance value of the Brand Image variable <0.05, t table <t count, then H0 is rejected and H1 is accepted. The significance value of the Price variable <0.05, t table <t count, then H0 is rejected and H2 is accepted.

F Statistical Test

Table 8. F test

Variabel	f-hitung	Sig.
Brand Image and Price	382,851	0,000

Source: Primary data processed, 2023

Based on the table above, it can be concluded that the independent variables simultaneously affect the dependent variable because the significance of F count <0.05.

Coefficient of Determination (R)

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,947	0,897	0,895	2,033

Source: Primary data processed, 2023

Based on the results of the table above, it can be concluded that the ability of the Brand Image and Price variables to influence the purchasing decision variable is 89.5% and the remaining 10.5% is explained by other variables outside the research model.

Discussion
The Effect of Brand Image on Purchasing Decisions

Based on the results of the linear regression analysis and the t test that has been carried out, with a coefficient value of 3.896 and a significance value of 0.000 which is less than 0.05. So it can be concluded that the Brand Image variable (X1) has an effect on Purchasing Decisions (Y) of Bottled Mineral Water (AMDK) products. The results of this analysis are in line with the research hypothesis (Octavia Dita, 2022) which states that Brand Image has a significant effect on purchasing decisions. The higher the level of good brand image on an output so that the level of purchasing decisions will also increase to that output. In the majority community environment, at least once mentioned the brand name as if it were the name of the item. This happens because of the brand image that is strongly attached to certain products / services. brand which in Indonesian means brand is a representation of something that you want to show to other people, in the hope that the person gets an impression to be remembered easily.

For example, AQUA is the pioneer of bottled mineral water in Indonesia and is the most recognized brand of mineral water with the largest sales in Indonesia. This causes Aqua to often be misused as a generic brand for bottled drinking water. The source of strength of AQUA is not only because it is the pioneer of bottled mineral water, but also its image and quality. There is no doubt that Aqua has packaging, labels or wrapping cartons that are synonymous with it. The quality is always consistent and maintained to always satisfy consumers. Because of this, Aqua has remained the number one mineral water brand in Indonesia until now.

The Effect of Price on Purchasing Decisions

Based on the results of linear regression analysis and t tests that have been carried out, with a coefficient value of 12.165 and a significance value of 0.000 which is smaller than 0.05. So it can be concluded that the Price variable (X2) has an effect on Purchasing Decisions (Y) of Bottled Mineral Water (AMDK) products. The higher the price of the product, the better the product will be because consumers do not feel worried about the products they consume daily because they think that if the price is expensive, of course the quality or benefits provided will be comparable to the price. At the beginning of the marketing of AQUA brand mineral water, the price set was considered expensive by the majority of the community because at that time drinking water was very easy to find anywhere and the price was very cheap / even free, but AQUA chose to keep selling the first mineral water product in Indonesia that has good quality for the body and is well packaged to maintain its mineral quality. Until now, this brand is still the best choice for people who want to consume mineral water even though the price is still relatively high compared to other brands of mineral water, but to get good quality, of course, it must be comparable to the high price too.

4. Limitations and Future Research Agenda

In this study, there are several limitations, the first is the problem of representation, where the research sample mostly consists of consumers who are young (less than 12 years old), and single (unmarried), so it may not represent the values and perceptions for consumers who are more senior (over 50 years old). Future research is recommended to use a more varied sample by increasing the percentage of consumers over the age of 50. Second, the use of convenience sampling (a non-probability sampling method) limits the generalizability of the findings. It is suggested that future studies should use random samples. Third, this study only focuses on testing the brand image, price and purchase decision variables. For future research, it is recommended to use analytical techniques that can simultaneously display the model simultaneously, for example by using Partial Least Square

(PLS) with a multi-group sample approach. Fourth, this research data was obtained through distributing questionnaires using Google forms online, because researchers wanted to collect respondent data quickly and widely but this caused limited information or there might be errors when filling it out because respondents could give inaccurate answers. For further research, it is recommended to use an offline questionnaire distribution method, namely the data collection technique using the interview method so that the information obtained from respondents will be more specific and accurate.

5. CONCLUSIONS

The results of data processing carried out, the results obtained R = 0,895. This shows that there is a positive and very large relationship between the brand image variable (X1) and the price variable (X2) and the purchase decisions variable (Y). This shows that an increase in X1 and X2 will result in a large increase in variable Y. Based on the results of hypothesis testing, it can be concluded that promotion and price have a positive and significant effect on purchasing decision for bottled mineral water (AMDK). Based on the results of the research and discussion that has been carried out in the previous chapters, the following conclusions can be drawn from this research: Brand Image has a positive and significant influence on Purchasing Decisions for Bottled Mineral Water (AMDK) products, this shows that the higher the brand image of a product, the higher the level of purchase of the product. Price has a positive and significant influence on Purchasing Decisions for Bottled Mineral Water (AMDK) products, this reflects that the higher the price level of a product, the higher the level of purchases made by consumers because expensive mineral water products usually have very good quality because they require large production costs to get the best quality mineral water.

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