

The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project

Hashim Alatas, Subur Karyatun, Kumba Digdowiseiso

Faculty of Economics and Business National University of Jakarta
Email : hasyimalatas@gmail.com, subur.karyatun@civitas.unas.ac.id,
kumba.digdo@civitas.unas.ac.id

Abstract:

This study aims to analyze the effect of Product Quality, Price Perception, and Promotion on Purchase Decisions in Jakarta. This study uses primary and secondary data with the method of collecting data through questionnaires distributed to 100 respondents. From the results of multiple linear regression analysis shows that Product Quality variable has a positive and insignificant effect, Price Perception has a positive and significant effect, Promotion has a positive and significant effect on Purchase Decisions. Based on the results of this study, it is hoped that people who lived in Jakarta area will be more interested to buying AQUA brand drinking water because of the Product Quality, Price Perception, and Promotion provided by AQUA

Keywords: Product Quality, Price Perception, Promotion, Purchase Decision

INTRODUCTION

In this era of modern and increasingly sophisticated development, there are so many companies that grow and develop quite rapidly. The development of competition between business people will trigger business people and companies to stay in the market. However, also with existing water pollution, so the way to get clean water that can be consumed directly is more difficult so that one way is to buy bottled mineral water. Bottled mineral water companies produce mineral water with the aim that clean water can be easily found and consumed practically by the community at affordable prices and of course water quality that is in accordance with health standards.

Basically, the purpose of an established company is to make a profit. As stated in article 1 of Law no.8 of 1997 concerning Company Documents: The Company is a form of business that carries out activities on a regular and continuous basis with the aim of obtaining profits and / or profits, whether organized by people or individuals or business entities in the form of legal entities or non-legal entities, which are established and domiciled in the territory of the Republic of Indonesia. The bottled water business in Indonesia is still very profitable, especially in big cities in Indonesia. Higher population growth, increasing middle-income people as well as difficult access to clean water are some of the main factors that increase bottled water consumption in Indonesia.

The average national consumption of mineral water fluctuates, but the change does not appear significant. This means that there is a great opportunity in the sale of mineral water products.

Profits will be easier to obtain if market share can be mastered. The strategy that can be done by the company to be able to gain market share is by determining the marketing strategy. (Weenas, 2013), "marketing strategy is something that includes a whole system that deals with the

aim of planning and determining prices to promoting and also distributing goods and services that can satisfy the needs of actual and potential buyers".

Seeing from the times and also increasing competition causes Bottled Drinking Water companies to compete with each other to get the hearts of consumers. And also with the enactment of the AEC or ASEAN Economic Community since 2015, which causes foreign markets to easily enter Indonesia to sell various goods with product quality that can be called better than domestic products, especially Bottled Drinking Water, therefore in order to remain competitive with similar products, every company must always strive to be able to improve the quality of its products, Provide the best and affordable prices in order to achieve a purchase decision on the products sold.

Likewise, consumers, with a variety of existing products, of course, consumers are increasingly smart and competitive in choosing products that suit their interests and for consumption. With increasingly savvy consumers, competition is increasingly fierce between fellow producers in an effort to win the hearts of consumers in the market to buy their products. Consumer purchasing decisions illustrate that consumer behavior is not only influenced by consumer characteristics but can also be influenced by the marketing mix that includes products, prices, distribution, and promotions (Kristianto, 2010). These variables influence each other on the purchase decision process for consumers.

Purchase decision is the activity of individuals or individuals who are directly involved in making the decision itself to make a purchase of a product offered by the seller. Decision making is the activity of individuals or individuals who are directly involved in obtaining or using the goods offered. In a purchase decision-making process at the information search stage, consumers will get information from others about their beliefs to consume a particular product or brand. The consumer purchase decision process does not end at the purchase, but continues until the purchase becomes an experience for consumers in using the products they buy.

People today have begun to think smart and more selective in choosing a product, so they can get the functions or benefits they are looking for from a product, sometimes there are even consumers who do not hesitate to spend more money to get a quality product and according to their wishes. (Kotler & Armstrong, 2004) say that "product quality is a potential weapon to beat competitors so that the company with the best product quality will grow rapidly in the long run".

Consumer buying behavior is basically the process of selecting, buying and using products to meet needs. Consumer decisions are quite diverse, consumers come from various segments

So that what consumers want and need must also be different. There are still many factors that influence purchasing decisions, one of which is creating quality products, and prices that are easily accessible to all circles of society, besides that to communicate their products, a producer must also use various promotional media, this aims to make consumers know the existence of the product.

This understanding shows that the products offered by sellers have more selling value than other competing products do not have. Therefore the company should try to focus on the product and compare it with the products offered by competitors. While a good product must be measured from the consumer's point of view of the product itself. The increasingly selective nature of consumers in terms of products also forces producers to maintain and improve the quality of their products in order to avoid clients or company customer dissatisfaction in order to compete with other similar companies.

In this day and age the existence of mineral drinking water is increasing, the growth of the domestic mineral drinking water industry shows quite rapid development, for example in Java in 2009 the production capacity of mineral water is estimated at 15 billion liters per year. Based on data sources from the Chairman of the Association of Indonesian Bottled Water Companies (ASPADIN) explained that currently the Bottled Water (AMDK) industry has 1000 brands, but only

The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project

around 183 industries have become part of ASPADIN. One of the mineral water products that already has an established brand is the Aqua brand.

Aqua is an example of a bottled drinking water brand (AMDK) product that exists and is the first to be present in Indonesia, which is produced directly by PT Tirta Investama which originated from PT Golden Mississippi which was founded by Tirto Utomo on February 23, 1973, is one of the companies that has bottled drinking water products and this Aqua brand that is still able to survive today. As one of the first and largest AMDK producers in Indonesia, Aqua still remains the Market Leader in the bottled drinking water business or AMDK, therefore there is a demand to always be the best from others and must be a commitment for the company so that drinking water consumers still remain loyal to always consume Aqua brand drinking water.

Aqua has several advantages in terms of quality compared to other bottled water brands. Some of them are:

1. Aqua comes from mountain springs that flow without pumping (self flow) so that the water is clearer and contains balanced minerals. The selection of aqua springs is carried out by testing aspects of geology, physics, chemistry, and microbiology.
2. Aqua production is carried out in an inline system, meaning a continuous production system by striving for as little human hand touch as possible from water processing to the installation of lids and seals to avoid products from various contaminations.
3. Aqua has met the Indonesian National Standard (SNI) and international standards from the World Health Organization (WHO).

The quality of a product must be communicated frequently to consumers so that consumers know the advantages of the product compared to other products. This kind of communication in the marketing mix is also called a promotional strategy. Promotional activities for the company help the company to inform its products to the market. Promotion can also be done by utilizing print media and electronic media. A company promotes because promotion has advantages compared to other marketing mixes, the advantage is the ability to instill a product image or company image in the hearts of the public.

The Aqua brand began to be known by the public since 1973 but the generation of the 90s and above slowly began to forget this Aqua brand. Therefore, Aqua conducted promotional activities again to reintroduce the Aqua brand. Aqua's recent promotional strategy is targeted at young people and has similarities with other Aqua products. Mizone, which is one of Aqua Danone's isotonic drinks since the beginning, is targeted at young people who have quite dense activities. In the midst of this very tight competition, producers from aqua continue to strive to anticipate sales. Promotion is one of the important factors in realizing sales goals in a company. With the name promotion, a company can communicate its products to consumers. Various advantages of the product can be known by consumers and can make it interesting for consumers to try the product then will make a decision to buy the product. So promotion as one aspect that is quite important in influencing consumers in their purchase decisions. Or it can be said that marketing is all business activities related to the flow of goods and services delivery from producers to consumers.

In addition to promotions, price is also one of the factors that is quite important and can influence a purchase decision. When viewed in terms of price, the pricing of Aqua products is slightly above competing brands. This pricing is also done in order to position Aqua as premium bottled drinking water compared to other drinking water brands.

Based on data from Aspadin, national bottled drinking water sales or AMDK throughout 2018 AMDK sales were in the range of 30 billion liters while in 2019 it was in the same range of 30 billion liters and then in 2020 it decreased to 29 billion liters. This figure is down from the previous year which was 30 billion liters.

The decrease in AMDK sales is due to the implementation of government regulations to reduce the spread of the coronavirus. For example, Large-Scale Social Restrictions or PSBB and the Implementation of Community Activity Restrictions or PPKM.

Such conditions make the opportunity for the community to carry out activities and also activities outside the home become more limited, which results in a decrease in the demand for drinking water for consumption by the community, such as in AMDK

According to research conducted (Yolanda & wijanarko, 2011) revealed that product quality has a positive influence on purchasing decisions. This is not in line with the results of research conducted by (Pandia et al., 2017) which shows there is no influence between product quality and purchasing decisions.

According to research conducted (A & Soliha, 2017) revealed that price perception has a positive influence on purchasing decisions. This is not in line with research conducted by (Setyarko, 2016) which shows there is no influence between price perception and purchasing decisions.

According to research conducted (Boneta, 2018) revealed that promotion has a positive effect on purchasing decisions. This is not in line with research conducted by (Eka Yudhyani, 2016) which shows that promotion has a negative and insignificant effect on purchasing decisions.

With the existence of drinking water producers with various types of brands such as AQUA, Ades, Le Minerale, Prima, Vit, Cleo and others from the consumer side, it shows that consumers do accept these products in meeting their needs for drinking water and also from the producer aspect, making the market conditions of bottled drinking water thick with competition and ultimately delivering a large selection of mineral water products offered to consumers.

Problem Formulation

Based on the background of the problem above, the formulation of the problem in this study is as follows:

1. Does product quality have a positive and significant effect on purchasing decisions?
2. Does price perception have a positive and significant effect on purchasing decisions?
3. Does the promotion have a positive and significant effect on purchasing decisions?

Research Objectives

1. To know and also analyze the influence of product quality on purchasing decisions.
2. To know and also analyze the influence of price perception on purchasing decisions.
3. To know and also analyze the influence of promotions on purchasing decisions.

Research Uses

1. Theoretical usefulness

Theoretically, the results of this study are expected to be able to contribute in the field of marketing management science, especially in enriching the literature on customer satisfaction and can be used as a reference for further researchers about the process of influence of several variables on purchasing decisions.

2. Practical usability

The results of this study are expected for companies to be used as a basis for customer management so as to provide information about several factors that influence purchasing decisions so that they can be useful in shaping customer loyalty.

RESEARCH METHODS

A. Research Object

The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project

The object of research is a variable or unit that will be the target of observation, writing research that will be sought for improvement. The variables that will be the object of research can be bound and independent variables that affect the dependent variable. The objects in this study are product quality, price perception, and promotion as independent variables and purchasing decision as a dependent variable.

Research subjects that can be used in thesis writing are: a) companies and b) society (including employees who work in an organization). The subjects in this study are people in the Jakarta area who consume aqua.

This research category is empirical studies (survey research) because the subject of this research is society. The purpose of survey research is to provide conclusions to the community or population using information and data obtained from surveys. Then this type of research is inferential research.

B. Research Data

1. Data sources and data types

(Umar, 2013) states that primary data is data that has been further processed and presented by primary data collectors or by other parties for example in the form of diagrams or tables.

Meanwhile, if the meaning of secondary data sources according to (Sujarweni, 2014) says that secondary data sources are data obtained from records, books, magazines, books and can be in the form of financial statements of company publications, government reports, articles, and so on.

Based on the statements of experts, it can be concluded that secondary data is data that has been processed by third parties or other parties that support primary data, where the data can be in the form of writing, photos, graphics or other results.

The data in this study uses primary data and secondary data, namely, primary data in the form of questionnaires and secondary data in the form of company and product descriptions

The sources of data information used in this study are internal and external, that is, for questionnaire data using external data sources and company and product description data using internal data sources obtained through the official aqua web <https://aqua.co.id/>

C. Population and Sample

The definition of population according to (Sujarweni, 2014) population is the entire number consisting of subjects or objects that have specific characteristics and qualities set by researchers to be researched and then conclusions drawn.

Meanwhile, based on (Martono, 2015) revealed population is the number of all subjects and objects that exist in a region and meet certain conditions related to the researcher's problem.

Based on the understanding that has been expressed above by experts, and the population can be concluded as all units or individuals within the scope to be studied.

The population in this study is all people who have DKI Jakarta ID cards who consume aqua.

(Sugiyono, 2017) states that the sample is a component of the number and characteristics possessed by the population. Meanwhile (Narimawati, 2010) states that the sample is part of the population that chooses to be the unit of observation in the study.

Based on the definition that has been expressed by several experts, it can be concluded that the sample is representative or part of the population taken based on special characteristics and techniques that are considered capable of representing the population as a whole.

The sampling technique used in this study is a non-probability sample with the following criteria:

Hashim Alatas, Subur Karyatun, Kumba Digdowiseiso

1. Is a resident of Jakarta
2. 18 to 40 years old
3. Never consumed aqua

The sample used in this study was 100 people.

The technique used in sampling is the non-probability sampling technique. Non-probability sampling is a data collection technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2015: 84).

D. Data Collection Methods and Tools

Data collection is carried out in order to obtain the information needed to achieve research objectives. In this study, the data collection method used is the survey method. The survey method is a list that contains a series of statements about a problem or field to be studied. To obtain data, questionnaires were distributed to respondents.

While the data collection tool used in this research method is a questionnaire. Questionnaires are written statements expressed to respondents or research objects. This statement can be made in the form of a closed, open, or semi-open statement. And this questionnaire can be expressed directly to respondents or indirectly.

RESULTS AND DISCUSSION

1. Description of the object of study

The object of this study is AQUA consumers who are influenced by product quality, price perception, and promotion of purchasing decisions. The respondents used from this study were as many as 100 respondents. The distribution of questionnaires is carried out by spreading questionnaire links with google forms to several social media such as Whatsapp, Line, and Telegram, where respondents are Jakarta people with an age range of 18-40 years.

2. Characteristics of Respondents

a. Respondent's Gender

It was found that the number and percentage of AQUA respondents through the classification of male sex amounted to 43 respondents and a percentage of 43%, then the female gender was 57 respondents and a percentage of 57%.

b. Age of Respondent

It was found that the number and presentation of the age of AQUA respondents aged 18-20 years were 67 respondents and the percentage was 67%, the age of 21-30 years was 32 respondents and the percentage was 32%, and the age of 31-40 years was 1 respondent and the percentage was 1%.

Based on the age of the respondents, the most are aged 18-20 years, meaning that more young people consume AQUA.

c. Residence

It can be known the number and presentation of the residence of AQUA respondents who live in Jakarta as many as 100 respondents and a percentage of 100%. This means that the total number of AQUA respondents resides in Jakarta

3. Complete Results of Research Estimates

a. Descriptive Analysis Method

Descriptive statistical tests are carried out in order to determine the influence of product quality, price perception, and promotion on the purchase decision of AQUA brand drinking water.

1) Product Quality (X1)

The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project

It can be known that there is 1 product quality indicator that has the largest average value (mean), namely the features indicator which has a mean value of 4.47.

In the features indicator, the first statement that has the highest value when compared to all indicators contained in the product quality variable is 4.47. This means that feature indicators influence purchasing decisions.

While the smallest average value (mean) is on the reliability indicator. This shows that reliability indicators do not influence purchasing decisions.

2) Price Perception (X2)

It can be seen that the largest average value (mean) is in the indicator of price conformity with product quality with an average value of 4.19. This suggests that indicators of price conformity with product quality influence purchasing decisions.

While the smallest average value (mean) is on the price comparison indicator with competitors with a value of 4.08. This suggests that price comparison indicators with competitors influence purchasing decisions less.

3) Promotion (X3)

It can be seen that the largest average score is found in the public relations indicator with a number of 4.52. This suggests that public relations indicators influence purchasing decisions.

While the smallest average value is found in the personal sales indicator with a figure of 4.17. This suggests that personal selling indicators influence purchasing decisions less.

4) Purchase Decision (Y)

It can be seen that the largest average value is found in the repurchase indicator with a number of 4.10. This suggests that repurchase indicators influence purchase decisions.

Meanwhile, the smallest average value is found in the indicator of buying habits with an average number of 3.30. This proves that indicators of buying habits influence purchasing decisions less.

b. Test Instruments

1) Validity Test

In this study, validity and reliability tests were conducted on a sample of 100 respondents. The validity test was conducted to test whether the questionnaire statements that had been submitted were worthy to be used as instruments in this study.

1. Product Quality (X1)

The results of the instrument validity test showed the value of statement 1 of 0.588, statement 2 of 0.674, statement 3 of 0.656, statement 4 of 0.611, statement 5 of 0.765, statement 6 of 0.676, statement 7 of 0.774, statement 8 of 0.613, statement 9 of 0.636, statement 10 of 0.669, statement 11 of 0.721, statement 12 of 0.720, statement 13 of 0.763. All instrument statements variable product quality $r_{\text{calculate}} > r_{\text{table}}$, If the correlation coefficient is positive then the indicator is said to be valid. So it can be said that all instruments in product quality are declared valid. This is in accordance with the theory (Sugiyono, 2017) which states that a statement is valid if the statement in the questionnaire reveals something that will be measured by the questionnaire.

Price Perception (X2)

The results of the instrument validity test were obtained with the value of statement 1 of 0.663, statement 2 of 0.522, statement 3 of 0.626, statement 4 of 0.485, statement 5 of 0.629. All statements of variable instruments of price perception $r_{\text{calculate}} > r_{\text{table}}$, so it can be said that all instruments in price perception are declared valid. This is in accordance with the theory (Sugiyono,

2017) which states that a statement is valid if the statement in the questionnaire reveals something that will be measured by the questionnaire.

Promotion (X3)

From the results of the instrument validity test, the value of statement 1 is 0.802, statement 2 is 0.789, statement 3 is 0.663, statement 4 is 0.785, statement 5 is 0.760, statement 6 is 0.857, statement 7 is 0.816, and statement 8 is 0.656. All statements of variable instruments of promotion $r_{count} > r_{table}$, meaning that it can be said that all instruments in the promotion are declared valid. This is in accordance with the theory (Sugiyono, 2017) which states that a statement is valid if the statement in the questionnaire reveals something that will be measured by the questionnaire.

Purchase Decision (Y)

From the results of the instrument validity test, the value of statement 1 is 0.352, statement 2 is 0.542, statement 3 is 0.438, statement 4 is 0.260, statement 5 is 0.649, statement 6 is 0.647, statement 7 is 0.555, statement 8 is 0.643. All instrument statements of purchase decision variables $r_{calculate} > r_{table}$, meaning that it can be said that all instruments in the purchase decision are declared valid. This is in accordance with the theory (Sugiyono, 2017) which states that a statement is valid if the statement in the questionnaire reveals something that will be measured by the questionnaire.

2) Reliability Test

Reliability tests are useful to find out whether the measuring instrument can get precise and consistent measurements if the measurements are repeated. The technique used in this study is Cronbach Alpha. Reliability testing is the next stage of validity testing, where the statement items that enter the test are valid statement items. In order to ensure whether the instrument is reliable or unreliable using a limit of 0.6. Here are the results:

each item of each independent variable, namely product quality, price perception, and promotion and the dependent variable, namely purchasing decisions, has Cronbach Alpha values of 0.928, 0.797, 0.930, and 0.782, therefore it can be said that all indicators are declared reliable because they have an alpha value of more than 0.6 which has become a benchmark which means it has accuracy to measure and is consistent in producing the same data even though it is done several times. This is in accordance with the theory (Sugiyono, 2017) which states that reliability tests are the extent to which measurement results using the same object, will produce the same data.

c. Classical Assumption Test

1) Normality Test

(Ghozali, 2011) said that the normality test is useful for testing regression models used in research, confounding variables have normal data. Based on the results of the Kolmogorv-smirnov One Sample table, the probability value or Asymp Sig. (2-tailed) was obtained. This figure is compared to 0.05 or uses a significance level of 5%.

It can be seen that the number of Unstandardized Residual Kolmogorv-Smirnov Asymp Sig. (20-tailed) is 0.167 which means that in this study the dependent and independent variables have normally distributed data because they have a significant number of more than 0.05. This is in accordance with the theory (Ghozali, 2011) which states that a good regression model is a regression model that has a normal or near-normal data distribution.

2) Multicollinearity Test

The purpose of testing the classical assumption of multicollinearity is to determine the presence or absence of correlation between independent variables in the regression model. Multicollinearity tests can be performed if there is more than one independent variable in the regression model. The most frequent strategy by researchers in detecting the presence or absence

of multicollinearity problems in regression models is to look at the Tolerance and VIF (Variance Inflation Factor) numbers. The recommended number to prove the absence of multicollinearity problems is that the Tolerance number should be > 0.10 and the VIF number < 10 .

It can be known the tolerance value of product quality of 0.325, price perception of 0.651, and promotion of 0.303. As for the VIF value of the product quality variable of 3,078, the price perception variable of 1,536, and the promotion variable of 3,297. From this explanation, the tolerance value of all independent variables has a value of more than 0.1 and the VIF value of all independent variables has a value of less than 10, it can be concluded that the regression model does not have multicollinearity between independent variables in this study. This is in accordance with the theory (Ghozali, 2011) which states that a good regression model should not have correlation among independent variables. So that this test can be continued to the next test.

3) Heterokedasticity Test

An important assumption of the classical linear regression model is that the disturbance that appears in regression is homokedasticity, i.e. the disturbance has the same variance. To determine the Glejser Test, this method aims to test whether in the regression model there is an inequality of variance from the residual one observation to another. If the calculated t value is smaller than the table t and the significance value is more than 0.05 then heterokedasticity does not occur, if the calculated t value is greater than the table T and the significance value is smaller than 0.05 then heterokedasticity occurs. The regression model is said to be good if heterokedasticity does not occur. The results of the heterokedasticity test can be seen in the following table:

It is known that each independent variable value, namely product quality (X1) with a Sig value of 0.587, price perception (X2) with a Sig value of 0.178, and promotion (X3) with a Sig value of 0.830, with the glejser model obtained significant results greater than 0.05, so this research data did not occur heterokedasticity. This is in accordance with the theory (Ghozali, 2011) which states that a good regression model is one that occurs homoscedasticity or does not occur heteroscedasticity. So it can be said to pass the heterokedasticity test.

4.) Autocorrelation Test

Autocorrelation tests are useful to see the magnitude of the relationship and the magnitude of the influence of each independent variable on variables tied to investment interest based on correlation and determination.

Durbin-Watson (DW) value of 951 to detect the presence or absence of autocorrelation, Durbin-Watson testing is carried out from the number of free variables 3 ($K = 3$) then obtained a value of dl 1.613 and a value of du 1.758 with the following conditions:

$$\begin{aligned} Du < Dw < 4 - Du & 1,758 \\ < 951 < 4 - 1,758 \\ 1,758 < 951 < 2,242 \end{aligned}$$

From this explanation, it can be concluded that there is an autocorrelation in the linear regression of this study. This is due to the presence of independent variables missing from the model. Most variables in economics tend to have autocorrelation, where the values of the present period will depend on the previous period.

d. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine how much influence product quality (X1), price perception (X2), and promotion (X3) have on purchasing decisions (Y). The following are the calculation results of multiple linear regression analysis using the SPSS 23 computer application:

$$Y = 0.171X_1 + 0.232X_2 + 0.317X_3$$

Information:

Y = Purchase Decision X1 = Product Quality

X2 = Price Perception

X3 = Promotion

1. In the product quality variable, there is a regression coefficient of 0.171 so that it can be concluded that every increase in the product quality variable by one unit will increase purchasing decisions by 0.171 or 17.1% if other assumptions are considered constant.
2. In the price perception variable, there is a regression coefficient of 0.232 so that it can be concluded that every increase in the price perception variable by one unit will increase purchasing decisions by 0.232 or 23.2% if other assumptions are considered constant.
3. In the promotion variable there is a regression coefficient of 0.317 so that it can be concluded that every increase in the promotion variable by one unit will increase purchasing decisions by 0.317 or 31.7% if other assumptions are considered constant

e. Model Feasibility Test

1) F Test

The F test is used to determine the feasibility of the regression model used. To determine the significance of the independent variable against the dependent variable, the ANOVA test is used. The test results using a significance of 0.1 are as follows:

the calculated F value is 21.418 with a significant value of 0.000. Based on these data, the GIS value < 0.05 , it can be concluded that in this model research it is said to be significant and feasible to be used in research based on the GIS value obtained that the variables of product quality, price perception, and promotion can explain any changes in the value of purchasing decision variables because they have a significant influence.

2) Test Coefficient of Determination (R^2)

The coefficient of determination essentially measures how far the model is able to explain the variation of independent variables. The test results of the coefficient of determination (R^2) are as follows:

The calculation result for the value of R.Square (R^2) obtained the coefficient of determination $R^2 = 0.633$ or 63.3%. This means that the ability of independent variables consisting of product quality, price perception, and promotion variables explains the dependent variable, namely AQUA's purchase decision of 63.3%, the rest ($100\% - 63.3\% = 36.7\%$) is influenced by other variables outside in this study.

f. Test t

A partial test (t-test) is used to show how far the influence of one independent variable consisting of:

The influence of each variable of product quality, price perception, and promotion on purchasing decisions can be seen from direction signs and significant levels. Based on the results of the t-test calculation in table 4.20, it can be explained as follows:

H1: Product quality has a positive but not significant effect on purchasing decisions

Based on the results of the t test in table 4.21, for the product quality variable, a calculated t number of $1.236 < 1.984$ t table was obtained and the significance level was greater than $= 0.05$, which was 0.219, thus the meaning was rejected.

H2: Price perception has a positive and significant effect on purchasing decisions

Based on the t test in table 4.21, for the price perception variable, a calculated t number of 2.373 > 1.984 t table and a significance level smaller than = 0.05, which is 0.020, thus meaning that price perception is accepted.

H3 : Promotion has a positive and significant effect on purchasing decisions

Based on the t test in table 4.21, for the promotion variable, the calculated t number is 2.210 > 1.984 t table and the significance level is smaller than = 0.05, which is 0.029, thus the meaning is accepted.

The Influence of Product Quality on AQUA's Purchasing Decision

The results do not support the first hypothesis that product quality variables have a positive but not partially significant effect on AQUA's purchasing decisions. This is shown by the results of the calculated t number of 1.236 < 1.984 t table and the significance level greater than 0.05, which is 0.219. Thus, it means that there is no influence of product quality on purchasing decisions. This shows that AQUA's purchase decision in the Jakarta area does not depend on product quality.

The results of this study are in line with the results of research (Pandia et al., 2017) which states that product quality has a positive and insignificant effect on purchasing decisions, but contrary to the results of research (Riyono & Budiraharja, 2016) which states that product quality has a positive and significant influence on purchasing decisions.

The Influence of Price Perception on AQUA's Purchasing Decision

The results support the second hypothesis that price perception variables have a partial positive effect on AQUA's purchase decision. This is shown by the results of the calculated t number 2.373 > 1.984 t table and the significance level is smaller than 0.05 which is 0.020. Thus, it means that price perception has a positive and significant effect on purchasing decisions on AQUA. This shows that the price offered by AQUA is affordable for consumers and the quality of the product and the perceived product benefits are in accordance with the price paid. So the better the price applied by AQUA, the more the purchase decision on AQUA.

The results of this study are in line with the results of research (A & Soliha, 2017) stating that price perception has a positive and significant influence on purchasing decisions, but contrary to the results of research (Setyarko, 2016) which states that there is no influence between price perception and purchasing decisions.

The Influence of Promotion on AQUA's Purchase Decision

The results support the third hypothesis that promotion variables have a partial positive effect on AQUA's purchase decisions. This is shown by the results of the calculated t number 2.210 > 1.948 t table and the significance level is smaller than 0.05 which is 0.029. Thus, it means that promotions have a positive and significant effect on AQUA's purchase decisions. Any attractive promotion of AQUA products will increase purchasing decisions.

The results of this study are in line with the results of research conducted by (Boneta, 2018) which states that promotion has a positive and significant effect on purchasing decisions, but contrary to the results of research (Eka Yudhyani, 2016) which states that promotion has a negative influence between promotions on purchase decisions.

CONCLUSION

This study aims to determine the influence of product quality, price perception, and promotion on purchasing decisions for AQUA brand drinking water. Based on data analysis and discussion of the study, it can be concluded that: Product quality variables have a positive but not significant effect on purchasing decisions. This means that there is no significant influence of product quality on purchasing decisions. This shows that AQUA's purchasing decision in the Jakarta

area does not depend on product quality. Price perception variables positively influence purchasing decisions. This means that price perception has a positive and significant effect on purchasing decisions on AQUA. This shows that the price offered by AQUA is affordable for consumers and the quality of the product and the perceived product benefits are in accordance with the price paid. So the better the price applied by AQUA, the more the purchase decision on AQUA. Promotion variables positively affect purchasing decisions. This means that promotions have a positive and significant effect on AQUA's purchase decisions. Any attractive promotion of AQUA products will increase purchasing decisions.

BIBLIOGRAPHY

- A, N. F., & Soliha, E. (2017). PRODUCT QUALITY, BRAND IMAGE AND PRICE PERCEPTION OF THE PURCHASING DECISION PROCESS CONSUMER AUTOMATIC MOTORCYCLE "HONDA." *Journal of Theoretical and Applied Management*, 1.
- Andriani, W., Abdurrahman, & Sari, P. R. K. (2019). THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON THE PURCHASE DECISION OF DHARMA BRAND BOTTLED MINERAL WATER. *JOURNAL OF MANAGEMENT AND BUSINESS*, 2.
- Anggraeni, A. R., & Soliha, E. (2020). Product quality, brand image and price perception on purchasing decisions (Study on consumers of Lain Hati Lamper Coffee Semarang City). *Ejournal.Unida.Gontor.Ac.Id*, 6.
- Appley, A. ., & Solomon. (2010). *Orthopedics and Appley System Fractures*. Widya Medika.
- Assauri, S. (2015). *Marketing Management*. PT Raja Grafindo Persada.
- Boneta, G. (2018). THE INFLUENCE OF PRODUCTS, PRICES, PROMOTIONS, AND DISTRIBUTION CHANNELS ON PURCHASING DECISIONS FOR AQUA BRAND BOTTLED WATER.
- Dwityanti, E. (2008). Analysis of factors influencing consumer buying interest in Mandiri internet banking services (case study on employees of the Jakarta Public Works Department). Master of Management Thesis, Diponegoro University Postgraduate Program, Semarang.
- Eka Yudhyani, L. (2016). THE INFLUENCE OF PRICE AND PROMOTION ON THE DECISION TO BUY AQUA MINERAL WATER IN SAMARINDA. *Ekonomia*, 5(3), 127–134.
- Ghozali, I. (2011). *Application of multivariate analysis with SPSS program*. Diponegoro University Publishing Board.
- Hantono. (2018). *The Concept of Financial Statement Analysis with a Ratio and SPSS Approach*. Deepublish.
- Indrianto, A. P. (2021). The influence of brand image, product quality, and price on the purchase decision of ades brand bottled drinking water in Yogyakarta. *Journal.Feb.Unmul.Ac.Id*.
- Iryanita, R., & Sugiarto, Y. (2013). Analysis of the Influence of Brand Image, Price Perception and Product Quality Perception on Purchasing Decisions (Study on Consumers of ATBM Pekalongan Products). *Journal of Management*, 2, 1–9.
- John, C. M., & Minor, M. (2002). *Consumer Behavior*. Erlangga.
- Kotler and Keller. (2009). *Marketing Management*. In: *Marketing Management*. In Millennium Edition, Volume 1 (Vol. 1, Issue 2). Erlangga.
- Kotler, P. (2014). *Marketing Principles (13th ed.)*. Prenhalindo.
- Kotler, P., & Armstrong, G. (2004). *Marketing Principles (7th ed.)*. Salemba four.
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing (12th ed.)*. Erlangga.
- Kotler, P., & Lane, K. K. (2016). *Marketing Management (12th ed.)*. PT. Index.

The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of
Aqua Brand Drinking Water in The Jakarta Area Final Project

- Kristianto, F. B. T. (2010). Factors influencing consumer behavior making purchases of bottled drinking water (AMDK): a study on students of the faculty of economics.... In... consumer behavior of purchasing drinking water.... library.um.ac.id.
<http://library.um.ac.id/ptk/index.php?mod=detail&id=44582>
- Laoli, Y., & Hasan, S. (2020). The influence of product quality, price and promotion on the purchase decision of bottled drinking water in Bangkinang City. Indonesian Journal of Management Research, 2(1), 50–59.
<https://jurnal.pascabangkinang.ac.id/index.php/jrmi/article/view/20>
- Mangkunegara, A. P. (2015). Corporate Human Resources (12th ed.). Juvenile Rosdakarya.
- Martono, N. (2015). Quantitative Research Methods. PT. Rajagrafindo Persada. Mullins, Orville, Larreche, & Boyd. (2005). Fundamentals of Marketing (10th ed.). Mc Graw Hill.
- Narimawati, U. (2010). Research Methodology: The Constituent Basis of Economic Research. Genesis.
- Nickels, W. G. (2008). Modern Marketing Management. Liberty Offset. Pandia, R. M., Kadunci, K., & Hutagalung, D. D. C. (2017). INFLUENCE PRODUCT QUALITY AND PRICE AGAINST THE DECISION PROCESS CONSUMER PURCHASES OF AQUA MINERAL WATER PRODUCTS. Epigram, 14(1).
<https://doi.org/10.32722/epi.v14i1.960>
- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1998). a multiple item scale for Measuring consumer perceptions of service quality. Journal of Retailing, 64, 12–40.
- Peter, J. P., & Olson, J. C. (2008). Consumer behavior and marketing strategy (8th ed.). McGraw-Hill.
- Peter, J. P., & Olson, J. C. (2014). Consumer behavior and marketing strategy (9th ed.). Salemba four.
- Rambe, J., & Panjaitan, C. S. (2019). THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON PRICES WHICH HAS IMPLICATIONS FOR PURCHASING DECISIONS OF MINERAL WATER IN LE MINERALE BRAND PACKAGING (CASE STUDY AT PT SUMBER ALFARIA TRIJAYA TBK, CIKOKOL TANGERANG). JOURNAL OF MANAGEMENT, 07.
- Riyono, & Budiraharja, G. E. (2016). The influence of product quality, price, promotion and brand image on the purchase decision of Aqua products. Journal of STIE Semarang (Electronic Edition), 8(2), 92–121.
- Sangadji, E. M. (2013). Consumer Behavior – A practical approach with a set. Journal of Research, C.V ANDI OFFSET, 7.
- Saputra, A. R., & Lestariningsih, M. (2018). THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON PURCHASING DECISIONS EXTRA JOSS ENERGY DRINK. Journal of Management Science and Research, 7.
- Sari, A. K. (2018). THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASING DECISIONS FOR A3 FRESH BRAND DRINKING WATER
O2.
- Schiffman, L., & Kanuk, L. L. (2014). Consumer Behavior. Index.
- Setyarko, Y. (2016). ANALYSIS OF PRICE PERCEPTION, PROMOTION, QUALITY OF SERVICE, AND EASE OF USE OF DECISIONS PURCHASE PRODUCTS ONLINE. Journal of Economics and Management, 5.

Hashim Alatas, Subur Karyatun, Kumba Digdowiseiso

- Sugiyono. (2008). *Qualitative Quantitative Research Methods and R&D*. ALFABETA. Sugiyono. (2015). *Combination Research Methods*. Erlangga.
- Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Bandung. Alfabeta, CV.
- Sujarweni, V. W. (2014). *Research Methods: Complete, Practical, and Easy to Understand*. New Library Press.
- Susanto, A. (2014). *Comprehensive Strategic Management*. Erlangga. Swastha, B., & Irawan. (2001). *Modern Marketing Management*.
- Tjiptono, F. (2008). *Marketing Strategy (3rd ed.)*. CV. Andi Offset. Tjiptono, F. (2016). *Service, Quality & satisfaction*. Andi.
- Umar, H. (2013). *Research Methods for Business Thesis and Thesis (2nd ed.)*. Eagle Press.
- Weenas, J. (2013). PRODUCT QUALITY, PRICE, PROMOTION AND SERVICE QUALITY INFLUENCE ON PURCHASING DECISIONS SPRING BED COMFORTA. *Journal of Economic, Management, Business and Accounting Research*, 1(4). <https://doi.org/10.35794/emba.v1i4.2741>
- Yolanda, & wijanarko, harseno darmanitya. (2011). The influence of promotion and product quality on the purchase decision of Aqua brand drinking water and its implications for brand image at the Faculty of Economics, Borobudur University. *Journal of Physics A: Mathematical and Theoretical*, 44(8), 1–8. <https://ejournal.poltektegal.ac.id/index.php/siklus/article/view/298%0Ahttp://repositorio.unan.edu.ni/2986/1/5624.pdf%0Ahttp://dx.doi.org/10.1016/j.jana.2015.10.005%0Ahttp://www.biomedcentral.com/1471-2458/12/58%0Ahttp://ovidsp.ovid.com/ovidweb.cgi? T=JS&P>

Copyright holder:

Hashim Alatas, Subur Karyatun, Kumba Digdowiseiso (2023)

First publication right:

[Journal of Syntax Admiration](#)

This article is licensed under:

