

The Influence Of Brand Image, Product Quality, and Price On Purchasing Decision Of Le Minerale Brand Mineral Water in Nusantara PGRI Kediri University Students

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Article Information		Abstract
Submission date	December 28, 2024	<p>Aim of research: This research seeks to determine the influence of brand image, product quality, and price on purchasing decision for Le Minerale Brand Mineral Water among students at Nusantara PGRI University, Kediri.</p> <p>Design/Method/Approach : This research employs a quantitative methodology utilizing causative research techniques. The target population comprises students from the Economics and Business Faculty at Universitas Nusantara PGRI Kediri, specifically those from the 2021 cohort totaling of 455 students . A non-probability sampling method was implemented, selecting 40 respondents through purposive sampling. Data collection involved the distribution of questionnaires that had undergone validity and reliability testing prior to dissemination. The questionnaires were distributed via Google Forms, consisting of a series of questions or assertions designed for respondents to complete using a Likert scale. For data analysis, the study utilized the SPSS version 26 software to conduct classical assumption tests, multiple linear regression analysis, determination coefficient calculations, and hypothesis testing.</p> <p>Research Finding : The partial findings of the research suggest that brand image factors exert a considerable impact on consumer purchasing choices. In contrast, product quality factors do not appear to significantly impact these choices. On the other hand, price factors are shown to have a considerable impact on purchasing decisions. Nonetheless, when considered together, brand image, product quality, and price factors collectively demonstrate a notable impact on purchasing choices.</p> <p>Theoretical contribution/Originality : This research offers theoretical insights by enhancing the comprehension of how brand image, product quality, and pricing have an effect on purchasing choices regarding Le Minerale bottled drinking water. The investigation emphasizes the simultaneous and partial effects of these three factors on consumer purchasing behavior, particularly among students at Universitas Nusantara PGRI Kediri.</p> <p>Practitioner/Policy implication : This research seeks to make a contribution to the existing body of academic literature. The findings regarding the constructed brand image are anticipated to have an impact on consumer purchasing behavior. While product quality may not directly affect purchasing decisions, it remains crucial to uphold and enhance quality standards. Additionally, competitive pricing plays a</p>
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significant role in influencing consumer choices. By recognizing the interplay between brand image, product quality, and pricing, Le Minerale can effectively combine these elements to bolster its competitive edge in the bottled water market.

Research limitation : This study only focuses on the variables of brand image, product quality, and price on purchasing decisions.

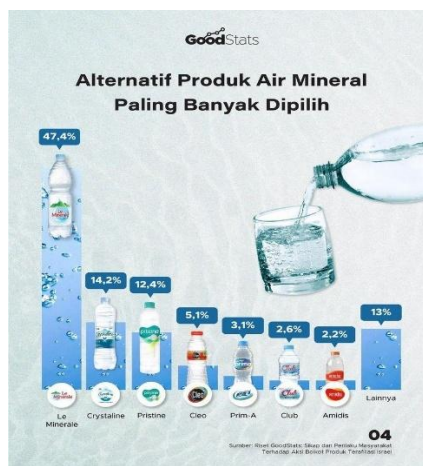
Keywords : Brand Image, Product Quality, Price, and Purchasing Decisions.

1. Introduction

In today's society, consumer behavior has undergone a significant change. The rising demands of everyday life have prompted people to prioritize convenience when it comes to meeting their essential needs. A clear illustration of this trend is the heightened demand for practical and hygienic drinking water. Packaged Drinking Water (AMDK) has become a popular and easily accessible choice to meet these needs, especially with the numerous brands available in the market.

The fierce competition within the Bottled Drinking Water (AMDK) sector has prompted brands to strive for unique advantages that can draw in consumers. Among the contenders in this market is Le Minerale, which has been operational since 2015 and is managed by PT. Tirta Fresindo Jaya. Promoted with the tagline “Kaya ada manis-manisnya” (means “rich in sweetness”).

The market AMDK, Le Minerale occupies a strong position as an alternative. This is evidenced by a survey conducted by GoodStats, Le Minerale products occupy the first position with a survey of 47.4% of respondents who chose it as their favorite mineral water brand, outperforming other brands such as Crystalline and Cleo.



Picture 1 : Alternative Mineral Water Product Ranking

Source : (detikfinance, 2024)

Compared to competitors, Le Minerale offers a taste of its water that is considered more "fresh" and a little "naturally sweet" thanks to its mineral water source that comes from protected mountains. Additionally, Le Minerale emphasizes its commitment to quality by asserting that its products are free from Bisphenol A (BPA). The brand offers its water in two packaging options: bottles and gallons, allowing consumers to select according to their specific needs.

College students constitute a substantial portion of potential consumers in the bottled drinking water market, largely because of their busy and practical lifestyles. With the pressures of a demanding college schedule that includes academic work and numerous extracurricular activities, students tend to prefer products that are convenient, portable, and ready to consume. Their need for convenience and efficiency in daily life makes bottled drinking water an ideal choice for staying hydrated without disrupting their ongoing responsibilities. Therefore, Le Minerale comes as an option that suits their needs.

The process of making purchasing decisions involves individuals evaluating whether to acquire a product presented by a seller [1]. Typically, consumers take into account various elements such as brand reputation, product quality, and pricing, all of which influence their perceptions and ultimately determine their interest in purchasing the product or opting against it.

Brand image refers to the mental representation that consumers develop regarding a brand, which significantly influences their level of trust and confidence in it [2]. Attributes such as a positive reputation, reliable quality, and a distinct identity contribute to creating a favorable perception among consumers. When the brand image aligns with the needs and expectations of consumers, it enhances their trust and confidence in the product, thereby facilitating purchasing decisions. A strong and positive brand image is essential for a company to solidify its market position [3]. Students often assess a brand image based on its recognition and trust it commands. Usually, they look attention to advertisements that frequently appear, recommendations from friends and the impressions they gather through social media. The brand has a good reputation, safe and fits their lifestyle, then students more trust and choose the product. With regard to this, Le Minerale has a positive brand image among students. This brand is recognized for offering safe and high-quality drinking water, which is sourced from natural mountain springs and does not contain harmful substances such as BPA. Le Minerale is promoted through modern and appealing marketing strategies that resonate with younger consumers. This strong brand image instills greater confidence among students to purchase and consume Le Minerale products, as it aligns with their expectations regarding product quality and safety.

Product quality, alongside brand image, exerts a considerable role on the decision-making process regarding purchases. It refers to the capacity of a product or service to fulfill consumer requirements, whether those needs are explicitly articulated or implied [4]. A product that aligns closely with established standards is likely to receive a more favorable evaluation regarding its quality [5]. Students evaluate the quality of Le Minerale from various factor means taste, packaging and health benefits. The taste, Le Minerale is regarded as fresher with a subtle natural sweetness derived from the mineral content in the water sourced from the mountains. Regarding packaging, the brand utilizes bottles that are practical and free from harmful substances such as Bisphenol A (BPA) which enhances the perception of safety for consumers. For the health benefits, natural mineral content in Le Minerale is perceived to help maintain the body's fluid balance, a crucial factor in supporting students' active lifestyles. Positive evaluations of these factors indicate that Le Minerale has successfully met the quality standards expected by consumers, there by influence decisions students to select this product as their primary source of drinking water.

One additional element that affects consumer purchasing decisions is price. Price refers to the monetary amount or alternative measure that is substituted for the possession or a product or service usage. When the fare is excessively high, it can create barriers for

specific market segments, or it may diminish the perceived value of the product among consumers. On the other hand, if the price is set too low, the company may struggle to attain profitability, and some consumers might associate the lower price with inferior quality [6]. In general, students assess price based on the perceived value they derive from the product. Le Minerale's affordable pricing is considered proportional to the quality and benefits offered making it an appealing choice. However, if the price is perceived as too high students may consider switching to alternative brands that offer more competitive pricing, even if it comes with a slight compromise in quality, due to their financial limitations as students.

Previous research has revealed a divergence of perspectives concerning the impact of brand image, product quality, and price on consumer purchasing decisions. A study [7] by indicated that brand image, when analyzed independently, exerts a beneficial and notable outturn on act of purchasing . Conversely, findings from [8] suggested that brand image does not significantly influence purchasing decisions. In terms of product quality, research by [9] demonstrated a significant impact on purchasing choices, while a study by [10] concluded that product quality does not significantly affect these decisions. Additionally, a study conducted by [11] found that price has a significant positive effect on purchasing decisions, whereas research by [12] indicated that price perception does not have a significant influence on consumer purchasing behavior.

Previous research indicates the existence of differences in research results that need to be studied further. Therefore, this study is determined with the title "The Influence Of Brand Image, Product Quality and Price on Purchasing Decision Of Le Minerale Brand Mineral Water in Nusantara PGRI Kediri University Students".

1.1. Problem Statement

1. Is there a partial significance impact of brand image on the purchasing decision related to Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University?
2. Does product quality exert a partial notable impact on the purchasing decision concerning Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University?
3. Is there a partial notable impact of price on the purchasing decision for Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University?
4. Do brand image, product quality, and price collectively exert a notable impact on the purchasing decision for Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University?

1.2. Objectives of Research

1. To investigate the extent to which brand image exerts a notable partial impact on the purchasing decision related to Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University.
2. To examine the degree to which product quality has a notable partial impact on the purchasing decision concerning Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University.
3. To assess whether price exerts a notable partial role in influencing purchasing decision for Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University.

4. To examine the simultaneous effects of brand image, product quality, and price on the purchasing decision for Le Minerale mineral water among Economics and Business Faculty students at Nusantara PGRI Kediri University.

2. Method

This research adopts a quantitative methodology employing causal research techniques. The focus of the research is on a population of students from the Economics and Business Faculty at Universitas Nusantara PGRI Kediri, specifically those from the 2021 cohort totaling of 455 students consisting of 337 from the Management study program, 25 from the Economic Education study program, and 93 from the Accounting study program. The selection of students of Economics and Business Faculty students at Nusantara PGRI Kediri University a population is based on observations by researchers. Based on observations, it shows that Economics and Business Faculty students have used le minerale products. In addition, the researcher chose the class of 2021 because students of this generation have been undergoing lecture activities for a long time so that they have experience in using various bottled drinking water products including Le Minerale, both for daily needs in the campus environment and off-campus. To establish the sample size, the researcher applied Roscoe's theory. The sample size should be a minimum of tenfold larger than the variables number being analyzed [13]. In this research, three independent variables and a single dependent variable were analyzed, necessitating a sample of 40 participants. The study employed a nonprobability sampling method, specifically purposive sampling, which entails the selection of participants according to specific criteria defined by the researcher. This approach aligns with the characteristics of the target population, which consists of students from Economics and Business Faculty, class of 2021, University Nusantara PGRI Kediri, who have purchased and consumed Le Minerale Brand Mineral Water at least once. Data collection was executed by disseminating questionnaires through Google Forms, which included a set of questions or statements for participants to respond to using a Likert scale. The data analysis was performed utilizing a multiple linear regression analysis model, incorporating various statistical techniques, including data quality assessments (validity and reliability tests), classical assumption evaluations (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, determination coefficient analysis, and hypothesis testing (t-tests and f-tests), utilizing SPSS software version 26. The questionnaire a research instrument, must meet the criteria of validity and reliability. Therefore, validity and reliability testing is necessary. This testing aims to ensure that the data collected through the questionnaire is truly accurate and trustworthy. In this study, to test the validity and reliability, the researcher distributed the questionnaire to 30 respondents who were not part of the actual research sample.

2.1. Result of Validity and Reliability Test

Validity testing is employed to assess the validity of a questionnaire. A questionnaire is considered valid when the calculated value (r count) exceeds the critical value (r table) [14].

Table 1. Result of Validity Test

Variabel	Statement	r count	r table	Information
Brand Image (X1)	X1.1	0,529	0,361	Valid
	X1.2	0,747	0,361	Valid
	X1.3	0,776	0,361	Valid
	X1.4	0,830	0,361	Valid
	X1.5	0,640	0,361	Valid
	X1.6	0,565	0,361	Valid
	X1.7	0,640	0,361	Valid
	X1.8	0,823	0,361	Valid
	X1.9	0,779	0,361	Valid
	X1.10	0,821	0,361	Valid
Product Quality (X2)	X2.1	0,832	0,361	Valid
	X2.2	0,830	0,361	Valid
	X2.3	0,791	0,361	Valid
	X2.4	0,722	0,361	Valid
	X2.5	0,813	0,361	Valid
	X2.6	0,750	0,361	Valid
	X2.7	0,859	0,361	Valid
	X2.8	0,891	0,361	Valid
Price (X3)	X3.1	0,795	0,361	Valid
	X3.2	0,827	0,361	Valid
	X3.3	0,822	0,361	Valid
	X3.4	0,805	0,361	Valid
	X3.5	0,874	0,361	Valid
	X3.6	0,849	0,361	Valid
	X3.7	0,783	0,361	Valid
	X3.8	0,804	0,361	Valid
	X3.9	0,817	0,361	Valid
	X3.10	0,866	0,361	Valid
Purchasing Decision (Y)	Y1	0,796	0,361	Valid
	Y2	0,843	0,361	Valid
	Y3	0,816	0,361	Valid
	Y4	0,862	0,361	Valid
	Y5	0,665	0,361	Valid
	Y6	0,832	0,361	Valid
	Y7	0,847	0,361	Valid
	Y8	0,885	0,361	Valid
	Y9	0,853	0,361	Valid
	Y10	0,829	0,361	Valid

Source: Data Processed by Researcher, 2024 (SPSS Output)

The data presented in the table of data prior demonstrate that all evaluated statement components meet the established validity criteria, as their computed r values exceed the corresponding r table values. Therefore, it can be inferred that each statement components in the instrument is valid for its designated indicator. Consequently, it can be inferred that each statement component within the instrument is valid for its respective indicator.

Table 2. Reliability Test Result

Variabel	Cronbach Alpha	Coefficient Cronbach Alpha	Information
Brand Image (X1)	0,896	0,70	Reliable
Product Quality (X2)	0,923	0,70	Reliable
Price (X3)	0,946	0,70	Reliable
Purchasing Decision (Y)	0,947	0,70	Reliable

Source: Data Processed by Researcher, 2024 (SPSS Output)

The reliability of a measure is typically considered acceptable when the Cronbach alpha coefficient exceeds value of 0.70 [14]. The findings from the reliability test indicate that every individual statement item assessed has surpassed this threshold, confirming that all variables are deemed reliable. Consequently, it can be inferred that all components within the questionnaire are trustworthy.

3. Results and Discussion

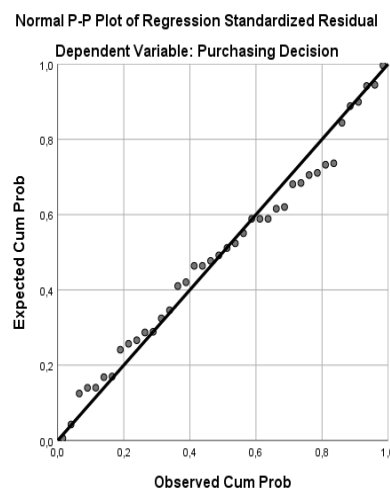
Result

3.1. Classical Assumption Testing

A classical assumption test was performed to evaluate various multiple linear regression analysis techniques utilizing SPSS version 26. This classical assumption test comprised three distinct assessments: the normality test, the multicollinearity test, and the heteroscedasticity test.

3.1.1 Test Normality

The normality test is was carried out to ascertain whether the dataset intended for the regression model follows a normal distribution. There are two methods to evaluate the characteristics of the observed data distribution: constructing a normal probability plot and applying the Kolmogorov-Smirnov test.



Source: Data Processed by Researcher, 2024 (SPSS Output)

Picture 2. Graphic Normal Probability Plot

The analysis of picture 2 reveals that the data points are positioned in proximity to the diagonal line, exhibiting a spread that aligns with its trajectory. This pattern indicates the data distribution conforms to a normal distribution.

Table 3. Normality Test Outcome

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,12879029
Most Extreme Differences	Absolute	,105
	Positive	,105
	Negative	-,065
Test Statistic		,105
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed by Researcher, 2024 (SPSS Output)

The findings presented in the table above indicate that the data can be classified as normally distributed if the significance value exceeds 0.05 [14]. The Asymp Sig (2-tailed) value of 0.200 serves as evidence for this assertion, as it exceeds the critical threshold of 0.05, thus fulfilling the criteria for normal distribution.

3.1.2 Multicollinearity Test

The multicollinearity test aims to evaluate the degree of correlation among independent variables in a regression model. An ideal regression model is characterized by the absence of correlation among these independent variables. A model is considered to be devoid of multicollinearity when the Variance Inflation Factor (VIF) is below 10 and the tolerance value exceeds 0.10 [14].

Table 4. Multicollinearity Test Result

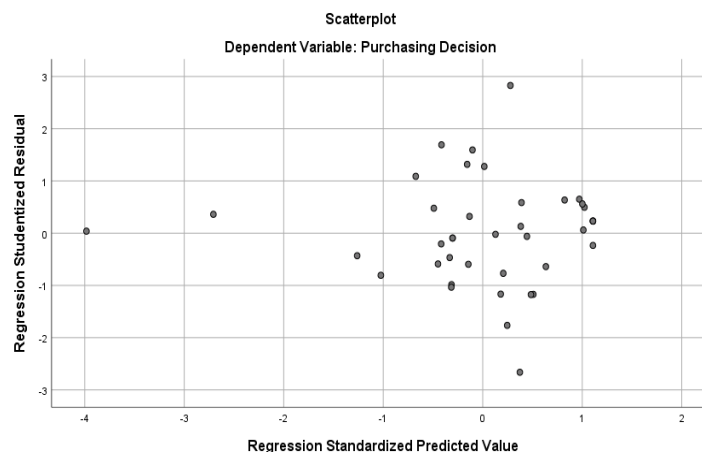
Variable	Tolerance Value	VIF Value	Information
Brand Image (X1)	0,215	4,650	Multicollinearity Free
Product Quality (X2)	0,200	4,997	Multicollinearity Free
Price (X3)	0,224	4,471	Multicollinearity Free

Source: Data Processed by Researcher, 2024 (SPSS Output)

The data presented in the table of data prior imply that the test results reveal no evidence of multicollinearity or perfect correlation among the independent variables, which include brand image, product quality, and price. This conclusion is supported by the fact that the Variance Inflation Factor (VIF) values are weaker than ten, and the tolerance values are greater than 0.1.

3.1.3 Heteroscedasticity Test

The objective of the heteroscedasticity test is to evaluate whether a regression model demonstrates fluctuations in the variance of residuals among various observations. A robust regression model is defined by the lack of heteroscedasticity. This study can evaluate the presence of heteroscedasticity through two methods the graphical scatterplot and the Glejser test, as illustrated below :



Source: Data Processed by Researcher, 2024 (SPSS Output)

Picture 3. Scatterplot Graphic

Picture 3 demonstrates a seemingly random arrangement of points that lack a clear pattern, with values scattered both above and below the zero mark on the Y-axis. This observation indicates the absence of heteroscedasticity, suggesting that there is zero interference present.

Table 5. Glejser Test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-,300	1,667		,180
	Brand Image	,128	,070	,614	,076
	Product Quality	,022	,106	,072	,839
	Price	-,107	,063	-,561	,098

a. Dependent Variable: ABS_RES

Source: Data Processed by Researcher, 2024 (SPSS Output)

The data displayed in the table of data prior suggests that the significance level of the test for the independent variable is greater than 0.05. Consequently, this suggests the absence of heteroscedasticity, thereby confirming that the assumptions related to heteroscedasticity have been satisfied.

3.2. Multiple Linear Regression Test

The outcomes derived from the multiple linear regression examination conducted using SPSS version 26 yield the subsequent values as outlined below :

Table 6. Multiple Linear Regression Test Outcome

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2,996	2,672		,269
	Brand Image	,416	,113	,408	,001
	Product Quality	-,134	,169	-,091	,433
	Price	,621	,101	,664	,000

a. Dependent Variable: Purchasing Decision

Source: Data Processed by Researcher, 2024 (SPSS Output)

The regression equation formula is arranged as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

From the calculation above, the regression equation obtained is as follows:

$$Y = 2,996 + 0,416X_1 - 0,134X_2 + 0,621X_3 + e$$

Means :

- 1) Constant value 2,996

This has meaning that if the brand image variables (X1), product quality (X2), and price (X3) are assumed to have no influence at all ($=0$), then the purchasing decision (Y) is 2.996.

- 2) Coefficient of X1 = 0,416

This has meaning that brand image has a positive value on purchasing decision . So if there is a one-unit increase in brand image, purchases will enlarge by 0.416.

- 3) Coefficient of X2 = - 0,134

This has meaning that product quality has a negative value on purchasing decision. So if there is a one-unit increase in product quality, purchases will decrease by 0.134.

- 4) Coefficient of X3 = 0,621

This has meaning that price has a positive value on purchasing decision. So if there is a one-unit increase in price, purchases will increase by 0.621.

3.3. Test Result of Coefficient of Determination (Adjusted R²)

Table 7. Test Result For The Coefficient Of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.898	2,216

a. Predictors: (Constant), Price, Brand Image, Product Quality

Source: Data Processed by Researcher, 2024 (SPSS Output)

The data presented in the table above indicates that the worth of adjusted R-Square is 0.898. This suggests that the combined effect of brand image, quality of product , and price accounts for 89.8% of the variance in the purchasing decision variable, while the remaining 10.2% can be ascribed to variables that were not investigated in the context of this research.

3.4. Hypothesis Testing

Hypothesis testing serves to evaluate the proposed hypothesis. It is considered influential and significant when the computed t value exceeds the critical t value from the table, the premeditated f-value surpasses the critical f-value, and the level of remarkableness l is below 0.05 [15]. The subsequent section presents the findings derived from the hypothesis in this research :

3.4.1 Test Result T (Partial)

**Table 8. Test Result T (Partial)
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,996	2,672		1,122	,269
	Brand Image	,416	,113	,408	3,692	,001
	Product Quality	-,134	,169	-,091	-,794	,433
	Price	,621	,101	,664	6,135	,000

a. Dependent Variable: Purchasing Decision

Source: Data Processed by Researcher, 2024 (SPSS Output)

Based on the table, the results of the t-test are as follows:

- 1) The variable Brand Image (X1) exhibits a significance value of 0.001, which is below the points of 0.05, and a calculated t-value of 3.692, surpassing the critical t-value of 2.028. Consequently, it can be settled that the brand image variable significantly influences the purchasing decision variable (Y).
(Ho is rejected, H1 is accepted)
- 2) The variable of Product Quality (X2) exhibits a significance value of 0.433, which exceeds the threshold of 0.05, alongside a calculated t value of -0.794 that is less than the critical t value of 2.028. Consequently, it can be settled that the product quality variable does not exert a significance impact on purchasing decision (Y).
(Ho is accepted, H2 is rejected)
- 3) The significance value for Price (X3) is 0.000, which is below the points of 0.05, and the computed t value of 6.135 exceeds the critical t value of 2.028. Therefore, it can be drew a conclusion that the price variable exerts a significance influence on the purchasing decision variable (Y).
(Ho is rejected, H3 is accepted)

3.4.2 F Test Result (Simultaneous)

Table 9. F Test Simultaneous

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1695,662	3	565,221	115,130	,000 ^b
	Residual	176,738	36	4,909		
	Total	1872,400	39			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Brand Image, Product Quality

Source: Data Processed by Researcher, 2024 (SPSS Output)

The information presented in the table shows a value of significance of 0.000, which is lower than the accepted points of 0.05. Additionally, the computed F value is 115.130, surpassing the F table value of 2.87. Therefore, it can be concluded that brand image, quality of product, and price collectively have significance influence on the purchasing decision variable (Y).

Discussion

1) The Influence Of Brand Image On Purchasing Decision

Based t-test results brand image (X1) has a partial and significance effect on purchase decisions (Y), as indicated by the significance value of 0.001 (which is less than 0.05) and a t-count of 3.692 (which is greater than) the t-table value of 2.028. it can be concluded that the hypothesis of this study is Ho rejected and H1 accepted. These findings of research are accordance with the reaserch conducted [7] which states that brand image has a significance partial effect on purchasing decisions. This indicates that the positive brand image presented by Le Minerale plays a significant role in influencing consumer perceptions, particularly among university students, in their decision to purchase a product. For students, a strong brand image conveys the impression that the product is of assured quality and safe for consumption. Moreover, students tend to follow trends and are influenced by their social environment, making brands that are widely recognized and have a good reputation more readily accepted.

Therefore, Le Minerale must consistently maintain and strengthen its brand image in order to remain competitive in the market and continue to attract the attention of young consumers, who represent a market segment.

2) The Influence Of Product Quality On Purchasing Decision

Based t-test results product quality (X2) significance value of 0.433, which exceeds the threshold of 0.05, alongside a calculated t value of -0.794 that is less than the critical t value of 2.028. Consequently, it can be settled that the product quality variable does not exert a significant impact on purchasing decision (Y). it can be concluded that the hypothesis of this study is H_0 accepted and H_2 rejected . The findings of this research are in accordance with the study conducted by [10] which states that product quality does not have a partial in significant effect on purchasing decisions. This situation may occur because students often do not place significant emphasis on product quality when purchasing bottled drinking water such as Le Minerale. Instead, they tend to prioritize other factors deemed more important, such as affordable pricing. Additionally, many students perceive that all bottled water brands offer relatively similar quality in terms of taste and mineral content. Since they generally assume that bottled water is already clean and fresh, they see little need to compare the quality in detail. Purchasing habits are also frequently influenced by past experiences or familiarity with certain brands. As a result, even though Le Minerale may offer high quality, this aspect is not necessarily the main reason students choose the product.

3) The Influence Of Price On Purchasing Decision

Based t-test results price (X3) has a partial and significance effect on purchase decisions (Y), as indicated by the significance value of 0.000 (which is less than 0.05) and a t-count of 6.135 (which is greater than) the t-table value of 2.028. it can be concluded that the hypothesis of this study is H_0 rejected and H_3 accepted. These findings of research are accordance with the reaserch conducted [11] which states that price has a significance partial effect on purchasing decisions. Price, on the other hand, plays a crucial part in influencing purchasing behavior. Consumers frequently regard price as a primary consideration when selecting a product, particularly when they perceive the price to be commensurate with the benefits provided. In this context, competitive pricing can enhance the possibility of purchasing Le Minerale products, whereas unexpectedly high prices may prompt consumers to consider alternative brands that offer more economical options. This is particularly relevant to university students, who generally have limited budgets and tend to seek products that are affordable yet still meet their daily needs. Therefore, price becomes a primary consideration in the purchasing decisions among students.

4) The Influence Of Brand image, Product Quality, and Price On Purchasing Decision

The test results show a significance value of 0.000, which is lower than the accepted threshold of 0.05. Additionally, the calculated F-value of 115.130 exceeds the F-table value of 2.87. Therefore, it can be concluded that brand image, product quality, and price collectively have a significant influence on the purchasing decision variable (Y). Although, the product quality variable (X2) does not exert a significant impact on purchasing decision (Y).

4. Conclusion

This research seeks to analyze the impact of brand image, product quality, and pricing on the purchasing decision regarding the mineral water brand Le Minerale among students Economics and Business Faculty at Nusantara PGRI Kediri University. This research revealed that the brand image, product quality, and pricing collectively impacted the purchasing decision of Le Minerale mineral water among students Economics and Business Faculty at Nusantara PGRI University in Kediri. Although, the product quality variable does not exert a significant impact on purchasing decision. These findings may serve as a valuable reference or contribute to the existing body of academic literature.

Future researchers are expected to expand on the findings of this study by including more variables that influence purchasing decisions, such as promotional strategies, geographic location, brand trust, and others. The value of Adjusted R-Square of 0.898 suggests that the combined impact of brand image, product quality, and price explains 89.8% of the variance in purchasing decisions, with the remaining 10.2% being affected by other factors, including promotional aspects and location. In addition, the subject of this research is still limited to students of the Faculty of Economics and Business, Universitas Nusantara PGRI Kediri class of 2021. Therefore, expanding the scope of the study by involving a more diverse group can provide a broader understanding of the factors that influence purchasing decisions regarding bottled mineral water.

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