

THE INFLUENCE OF BRAND AWARENESS, PROMOTION, AND PERCEPTION OF PRODUCT QUALITY ON THE PURCHASE INTENT OF YOIKI PACKAGED DRINKING WATER

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh brand awareness, promosi, dan persepsi kualitas produk terhadap minat beli konsumen terhadap produk Air Minum Dalam Kemasan (AMDK) Yoiki. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini adalah seluruh konsumen AMDK Yoiki di Kabupaten Madiun dengan jumlah sampel sebanyak 385 responden yang dipilih menggunakan teknik purposive sampling. Teknik pengumpulan data dilakukan dengan penyebaran kuesioner, dan analisis data menggunakan uji validitas, reliabilitas, regresi linier berganda, uji t, uji F, serta koefisien determinasi dengan bantuan program SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial brand awareness, promosi, dan persepsi kualitas produk berpengaruh positif dan signifikan terhadap minat beli. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap minat beli konsumen. Temuan ini menunjukkan bahwa strategi pemasaran yang mencakup penguatan kesadaran merek, peningkatan promosi, dan pengelolaan persepsi kualitas produk secara terpadu sangat penting dalam mendorong minat beli terhadap produk AMDK Yoiki.

Kata kunci: Brand awareness, Promosi, Persepsi Kualitas Produk, Minat Beli, AMDK Yoiki

Abstract

This study aims to examine the influence of brand awareness, promotion, and perceived product quality on consumer purchase intention toward Yoiki bottled drinking water (AMDK). The research adopts a quantitative approach with an associative research type. The population includes all Yoiki AMDK consumers in Madiun Regency, with a sample of 385 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed

using validity and reliability tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination, assisted by SPSS version 25. The results show that partially, brand awareness, promotion, and perceived product quality have a positive and significant effect on purchase intention. Simultaneously, the three variables also have a significant effect on consumer purchase intention. These findings indicate that an integrated marketing strategy encompassing strong brand awareness, effective promotion, and managed product quality perception plays an essential role in stimulating purchase intention toward Yoiki bottled drinking water.

Keywords: *Brand awareness, Promotion, Perceived Product Quality, Purchase Intention, Yoiki Bottled Water*

A. INTRODUCTION

In today's increasingly competitive and dynamic business environment, companies are required not only to create quality products but also to build effective marketing strategies to attract consumer attention and create brand loyalty (Setiawan et al., 2024). One important aspect of that strategy is to form brand awareness, execute targeted promotions, and maintain the perception of product quality in the minds of consumers (Endri & Prasetyo, 2021). Modern consumers no longer rely solely on functional needs when making purchase decisions; they also consider brand image, product reputation, and the added value offered by the company in every marketing activity (Saleh & Miah, 2019). Thus, brand awareness, promotion, and quality perception become three crucial factors that are often studied in predicting and influencing consumer purchase intention across various industrial sectors.

Packaged drinking water (PDW) is one of the consumption products that has experienced significant growth in recent decades, in line with increasing public awareness of the importance of a healthy lifestyle, the need for hygienic drinking water, and the demand for convenience in meeting daily basic needs.

THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Theory Planned Of Behavior (TPB)

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) which was initially developed by Fishbein and Ajzen in 1975 and later refined by Ajzen in 1991 by adding one important component, namely perceived behavioral control.

Purchase Intention

Purchase intention is an important concept in consumer behavior that reflects a person's tendency or intention to buy a product or service. Farid et al. (2023).

Brand Awareness

Brand awareness refers to an important marketing concept that pertains to the extent to which consumers recognize and remember a brand within a specific product category. According to

Kotler and Keller (2012), brand awareness is the ability of consumers to identify a brand under different conditions, which is reflected through brand recognition or recall.

Promotion

According to Kotler and Keller (2019), promotion is defined as activities designed to inform, persuade, and remind the target market about the products offered by the company.

Product Quality Perception

According to Kotler and Keller (2016), perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to other products or services and in relation to the goals that consumers expect.

Hypothesis Development

Based on the theoretical review, the research hypotheses are formulated as follows:

H1: Brand awareness has a positive and significant effect on consumer purchase intention.

H2: Promotion has a positive and significant effect on consumer purchase intention.

H3: Perception of product quality has a positive and significant effect on consumer purchase intention.

H4: Brand awareness, promotion, and perception of product quality simultaneously have a positive and significant effect on consumer purchase intention.

B. RESEARCH METHOD

This research uses a quantitative approach with an associative research type collected through Google Forms. The population in this study consists of all Yoiki bottled water consumers in Madiun Regency, with a sample size of 385 respondents selected using purposive sampling techniques. Data collection was conducted through the distribution of questionnaires, and data analysis involved validity tests, reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination with the aid of SPSS version 25.

C. RESULTS AND DISCUSSION

Uji Validitas

Tabel 4. 10 Hasil Uji Validitas Brand awareness

Variabel	r hitung	r tabel	Keterangan
X1.1	0,511	0,100	Valid
X1.2	0,485	0,100	Valid
X1.3	0,600	0,100	Valid
X1.4	0,652	0,100	Valid
X1.5	0,683	0,100	Valid

X1.6	0,523	0,100	Valid
X1.7	0,506	0,100	Valid
X1.8	0,537	0,100	Valid

Source: Processed primary data, 2025

Based on the results of the validity test in Table 4.10, all indicators of brand awareness (X1.1–X1.8) have a calculated r value greater than the table r value (0.100), with a range of values between 0.485 and 0.683. This indicates that all statement items have a strong and significant relationship to the total score of the brand awareness variable, thus they are stated as valid and suitable for use in the research.

Tabel 4. 11 Hasil Uji Validitas Promosi

Variabel	r hitung	r tabel	Keterangan
X2.1	0,842	0,100	Valid
X2.2	0,786	0,100	Valid
X2.3	0,514	0,100	Valid
X2.4	0,445	0,100	Valid
X2.5	0,672	0,100	Valid
X2.6	0,578	0,100	Valid
X2.7	0,652	0,100	Valid
X2.8	0,671	0,100	Valid
X2.9	0,842	0,100	Valid
X2.10	0,786	0,100	Valid

Source: Processed primary data, 2025

Based on the validity test results in Table 4.11, all Promotion variable indicators (X2) have calculated r values greater than the table r (0.100) with a significance level of $0.000 < 0.05$, thus all items are declared valid and suitable for use in this research.

Tabel 4. 12 Hasil Uji Validitas Persepsi Kualitas Produk

Variabel	r hitung	r tabel	Keterangan
X3.1	0,687	0,100	Valid
X3.2	0,549	0,100	Valid
X3.3	0,799	0,100	Valid
X3.4	0,556	0,100	Valid
X3.5	0,514	0,100	Valid
X3.6	0,687	0,100	Valid
X3.7	0,474	0,100	Valid
X3.8	0,799	0,100	Valid

Source: Processed primary data, 2025

Based on the validity test results in Table 4.12, all product quality perception indicators (X3.1–X3.8) have calculated r values greater than the table r (0.100), thus being declared valid.

Tabel 4. 13 Hasil Uji Validitas Minat Beli

Variabel	r hitung	r tabel	Keterangan
Y1	0,684	0.100	Valid
Y2	0,785	0.100	Valid
Y3	0,736	0.100	Valid
Y4	0,849	0.100	Valid
Y5	0,875	0.100	Valid
Y6	0,779	0.100	Valid
Y7	0,771	0.100	Valid
Y8	0,573	0.100	Valid

Source: Processed primary data, 2025

Based on the validity test results in Table 4.13, all purchase interest indicators (Y1–Y8) have calculated r values greater than the table r (0.169), so all questions are declared valid.

Reliability Test

Tabel 4. 14 Hasil Uji Reliabilitas

Variabel	Nilai Cronbach Alpha	Kriteria	Keterangan
Brand awareness	0.676	≥ 0.60	Reliabel
Promosi	0.717	≥ 0.60	Reliabel
Persepsi Kualitas Produk	0.726	≥ 0.60	Reliabel
Minat Beli	0.890	≥ 0.60	Reliabel

Source: Processed primary data, 2025

Based on Table 4.14 Reliability Test Results, all research variables had Cronbach's Alpha values above the minimum limit of 0.60, thus being considered reliable

Normalitas Test

Tabel 4. 15 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	.0000000	.0000000
	2.04534806	3.21368634
Most Extreme Differences	.130	.097
	.122	.097
	-.130	-.097
Test Statistic		.130
Asymp. Sig. (2-tailed)		.200

Source: Processed primary data, 2025

Based on the normality test results in Table 4.15, the Asymp. Sig. value is 0.200, which is above the significance level of 0.05. This indicates that the residuals in the regression model are normally distributed.

Multikolinieritas Test

Tabel 4. 16 Hasil Uji Multikolinieritas

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand awareness (X1)	.618	1.619
	Promosi (X2)	.394	2.538
	Persepsi Kualitas Produk (X3)	.371	2.699
a. Dependent Variable: RES2			

Source:

primary data, 2025

Processed

Table 4.16 shows that all independent variables have a Tolerance value above 0.10 and a VIF value below 10. This indicates that there is no multicollinearity among the independent variables, so all variables can be used together in the regression model without disrupting the stability of the estimates

Heteroskedastistas Test

Tabel 4. 17 Hasil Uji Heteroskedastisitas

Coefficients ^a	
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Model		t	Sig.
1	(Constant)	1.517	.130
	Brand awareness (X1)	1.328	.185
	Promosi (X2)	1.016	.310
	Persepsi Kualitas Produk (X3)	.124	.901
a. Dependent Variable: RES2			

Source: Processed primary data, 2025

The Glejser test results presented in Table 4.17 indicate that the significance values of all independent variables are greater than 0.05, namely Brand Awareness (0.185), Promotion (0.310), and Perceived Product Quality (0.901). Therefore, it can be concluded that the model does not contain symptoms of heteroscedasticity.

Multiple Linear Regression Test

Tabel 4. 18 Hasil Uji Regresi Linier Berganda

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.587	1.542		1.029	.304		
	Brand Awareness (X1)	.666	.053	.535	12.575	.000	.618	1.619
	Promosi (X2)	.110	.049	.119	2.238	.026	.394	2.538
	Persepsi Kualitas Produk (X3)	.218	.060	.199	3.634	.000	.371	2.699

a. Dependent Variable: Minat Beli (Y)

Source: Processed primary data, 2025

The results of multiple linear regression indicate that brand awareness, promotion, and perceived product quality have a positive and significant influence on consumer purchase intention of Yoiki bottled water. Brand awareness has the most dominant influence, followed by perceived quality and promotion. These three variables are statistically proven to increase purchase intention.

Parsial t Test (Simultan)

Tabel 4. 19 Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2172.532	3	724.177	171.753	.000 ^b
	Residual	1606.444	381	4.216		
	Total	3778.977	384			

a. Dependent Variable: Minat Beli (Y)

b. Predictors: (Constant), Persepsi Kualitas Produk (X3), Brand Awareness (X1), Promosi (X2)

Source: Processed primary data, 2025

Based on Table 4.19, the calculated F-value is 171.753 with a significance level of 0.000. This significance value is less than 0.05, so it can be concluded that brand awareness (X1), promotion (X2), and perceived product quality (X3) simultaneously have a significant effect on consumer purchase intention (Y) for Yoiki bottled water products.

Coefficient of Determination

Tabel 4. 20 Hasil Koefisien Determinan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.758 ^a	.575	.572	2.05338	1.979

a. Predictors: (Constant), Persepsi Kualitas Produk (X3), Brand Awareness (X1), Promosi (X2)

b. Dependent Variable: Minat Beli (Y)

Source: Processed primary data, 2025

The R Square value of 0.575 indicates that 57.5% of the Purchase Intention variable can be explained by Brand Awareness, Promotion, and Perceived Product Quality, while the remainder is influenced by other factors outside the model. The same Adjusted R Square value indicates that the model is quite good and not overfitting, so it can be used as a valid basis for conclusions and marketing strategies.

DISCUSSION

In an era of increasingly fierce business competition, brand awareness, promotion, and product quality perception are important factors in shaping consumer purchasing interest. This study aims to analyze the influence of these three variables partially and simultaneously on consumer purchasing interest in Yoiki Bottled Drinking Water (AMDK) products produced by PDAM Tirta Dharma Purabaya, Madiun Regency. Yoiki AMDK is a local product that is trying to expand its market amidst the dominance of major national brands. This study uses a quantitative approach with a survey method, involving respondents from the Madiun Residency area. The sampling technique was carried out using purposive sampling, while data analysis used multiple linear regression to test the relationship between variables. The results of the study are expected to show that brand awareness, promotion, and product quality perception have a significant influence on purchasing interest, both individually and together. These findings are expected to provide theoretical contributions in the study of consumer behavior as well as practical contributions to the development of Yoiki AMDK marketing strategies to be more competitive in local and national markets.

D. CONCLUSION

Based on the results of quantitative data analysis using multiple linear regression on 96 respondents, this study concludes the following:

1. Brand awareness has a positive and significant effect on consumer purchase intention for Yoiki bottled water. This means that the higher a consumer's awareness of the Yoiki brand, the greater their likelihood of purchasing the product. Consumers who are familiar with the Yoiki brand tend to be more trusting and willing to try or purchase.
2. Promotion also has a positive and significant effect on purchase intention. The promotional strategies implemented by the manufacturer, whether through social media, digital advertising, or direct promotions, successfully attracted attention and encouraged consumer interest in purchasing Yoiki products.
3. Perceived product quality significantly influences purchase intention. Consumers perceive the quality of Yoiki drinking water, including its taste, packaging, and guaranteed cleanliness and safety, as providing a sense of trust and satisfaction that encourages them to make a purchase.

4. Simultaneously, brand awareness, promotion, and perceived product quality have a positive and significant effect on consumer purchase intention for Yoiki bottled water. The results of the F test show that the three independent variables together make a real contribution in forming consumer intentions to buy, recommend, choose, and seek further information about Yoiki products.

E. SUGGESTIONS

Based on these findings, several recommendations can be made as follows:

1. For Yoiki bottled water companies or businesses:

It is recommended to continue increasing brand awareness through creative and consistent marketing activities, both digitally and conventionally. The use of social media, collaboration with local influencers, and community sponsorship activities can expand brand exposure. Furthermore, companies need to strengthen promotional strategies that better target the needs and characteristics of local consumers, for example by offering seasonal discounts or loyalty programs. In terms of product quality, it is important to maintain and continuously improve water quality, packaging design, and product distribution to remain trusted and competitive in the market.

2. For the local government or the Madiun Regency Department of Industry and Trade:

It is hoped that they can provide active support to local businesses like Yoiki through branding training, digital promotion, and product quality assurance. Assistance in the form of quality certification, halal labeling, or MSME mentoring programs is essential for local products to compete with national brands. The government can also facilitate local product exhibitions and encourage collaboration between MSMEs to increase mutual competitiveness.

3. For future researchers

Future research is recommended to expand the scope of the region to make the findings more general. Additionally, other variables such as consumer loyalty, price, brand image, and customer service can be added to gain a more comprehensive understanding of the factors influencing purchase intention for bottled water products. The use of mixed methods is also recommended so that quantitative data can be supported by interviews or in-depth observations of consumer behavior.

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