

INFLUENCE OF BRAND TRUST, PRODUCT QUALITY AND LIFE STYLE REGARDING THE DECISION TO PURCHASE DRINKING WATER PACKAGING

Luppy Novitasari¹⁾, Rizal Ula Ananta Fauzi²⁾

¹ Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: luppy_2103102122@mhs.uipma.ac.id

² Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: rizalula@unipma.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand trust*, kualitas produk dan *Lifestyle* terhadap keputusan pembelian masyarakat terhadap produk air minum botol galon. Penelitian ini dilakukan pada pengguna air minum kemasan galon. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dengan menyebarkan kuesioner kepada 385 responden pengguna air galon. Teknik analisis data yang digunakan adalah regresi linier berganda dengan menggunakan SPSS.25. Hasil dari penelitian ini adalah *Brand trust* mempunyai pengaruh yang signifikan terhadap keputusan pembelian produk, kualitas produk mempunyai pengaruh yang signifikan terhadap keputusan pembelian produk dan *Lifestyle* mempunyai pengaruh yang signifikan terhadap keputusan pembelian produk

Kata Kunci: *Brand trust*, Kualitas produk, *lifestyle* and Keputusan pembelian.

Abstract

This research aims to determine the influence of brand trust, product quality and lifestyle on people's purchasing decisions for drinking water products in gallon bottles of the. This research was conducted on users of gallon bottled drinking water. This research uses a quantitative approach with a survey method by distributing questionnaires to 385 respondents who are users of brand gallon water. The data analysis technique used is multiple linear regression, using SPSS.25. The results of this research are that brand trust has a significant influence on purchasing decisions for products, product quality has a significant influence on purchasing decisions for products and lifestyle has a significant influence on purchasing decisions for

Keywords: *Brand trust, product quality, lifestyle and purchasing decision.*

A. INTRODUCTION

In the modern era like now, the needs of the community to clean water and safe to consume are increasing. One of the most practical and frequently used alternatives is that the bottled water (AMDK). Drinking water Dalm packaging, especially gallon packaging (generally made of PC)

consumed by the community widely, has even become a lifestyle. (Rochman et al., 2024). Drinking water in gallon packaging is produced by the packaging water (AMDK) that has a SNI and has a trademark, and is partly produced by refilling by refill drinking water depots (Damiu). The production of drinking water in this package continues to increase and contribute great for the national economy.

Since the demand for drinking water is growing along with the number of community activities, the gallon bottled drinking water sector is currently innovating more and more. There are an increasing number of companies that provide bottled drinking water, and they are constantly growing their product networks and wings. Ruslan and colleagues, 2025. For those who want to obtain drinking water that has been prepared in compliance with current standards and is packed in a ready-to-drink state, bottled water is an essential. Numerous varieties of drinking water in gallon bottles are already available for purchase at supermarkets, minimarkets, and small kiosks. (Fatimura et al., 2021)

As one of East Java's emerging cities, Madiun City boasts a wide range of consumer traits. The Aqua brand is one of the most well-liked gallon bottled drinking water products available to consumers today. Aqua has gained the trust of its customers by providing high-quality water from carefully chosen mountain springs and maintaining its processing procedures. Aqua keeps coming up with new ways to package its products to meet the needs of its customers. Because refillable gallons are available, families have an affordable option that is accessible to all societal levels. People in Madiun City are becoming more conscious of how important it is to have clean, nutritious drinking water, and Aqua is thought to be the best option to satisfy this demand.

Research that supports the influence of brand trust on purchasing decisions is research conducted by (Alhikam Pratama, 2023) and (Syifa & Khotimah, 2025) with the results that brand trust influences purchasing decisions. Meanwhile, research conducted by (Priscilla, 2019) and (Asmi & Zaini, 2023) states that brand trust has no effect on purchasing decisions.

Buying decision

A purchasing decision is a collection of steps that a buyer must go through during the purchasing process. These stages will determine whether they will buy and whether they will be satisfied with the items they buy. (Febrian et al., 2024).

Brand Trust

According to (Sianturi et al., 2024) brand trust is a perception of reliability from a consumer's perspective based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction. (Gultom & Fadli, 2024) defines brand trust as "a presumption or hope with confidence in the reliability and intent of a brand in situations involving risk to consumers." Trust is the presumption or expectation that the brand can be relied upon to behave benevolently and responsive to a person's needs.

Product Quality

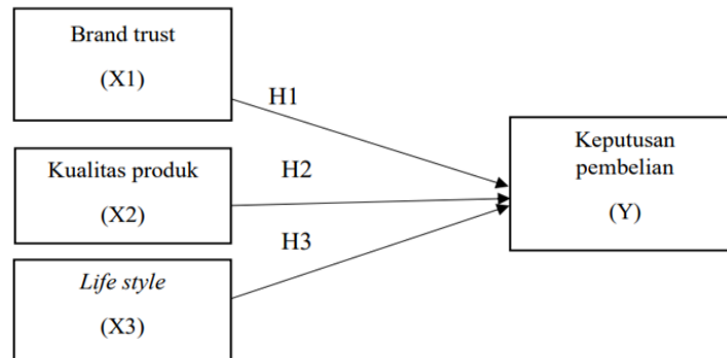
One of the most crucial factors that potential customers consider before making a purchase, whether it be goods or services, is product quality. In 2022, Mokodompit et al. Therefore, the business needs to make high-quality products in order for them to become popular in comparison to the caliber of products made by rivals. If the business already has this, the product's quality meets the requirements and expectations of potential customers when they make a purchase. Menurut (Firmadona et al., 2025) Quality is defined as the ability of a product to carry out its functions which include durability, strength, reliability or progress. ease in packaging product repairs and other characteristics. Apart from quality, consumers need to know and see what the product is like.

Lifestyle

Life style according to (Azizah et al., 2023) is a person's way of living that is demonstrated by their hobbies, passions, and beliefs. A person's surroundings can affect their lifestyle, which means that a person's surroundings can affect their habits, tastes, and choices in life. Life style is a person's

pattern in the world which is revealed in their activities, interests and opinions. Lifestyle describes the consumer's whole self as it interacts with its environment, (Halifah et al., 2025).

Conceptual Framework



Gambar 2.1 Kerangka Konseptual

Based on the conceptual framework above, the research hypothesis is as follows:

H1: Brand Trust has a positive and significant effect on purchasing decisions

H2: Product quality has a positive and significant effect on purchasing decisions

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

B. METHOD

This research uses a quantitative approach. A quantitative approach was taken to test and prove the influence of brand trust, product quality and lifestyle on the decision to purchase gallon drinking water . The sample in this study was 365 respondents. Using a primary data source in the form of a questionnaire in the form of a Google form. with the respondent criteria being :

1. Men and women aged 17-50 years.
2. Consumers who have ever consumed and are still consuming Aqua brand gallon bottled drinking water.
3. Domiciled in the Madiun City area.

C. RESULTS AND DISCUSSIONS

Uji Validitas Brand Trust (X1)

Tabel 1. Hasil Uji Validitas Brand Trust (X1)

| Variabel | r hitung | r Tabel | Keterangan |
|----------|----------|---------|------------|
| X1.1 | 0,697 | 0,113 | Valid |
| X1.2 | 0,612 | 0,113 | Valid |
| X1.3 | 0,674 | 0,113 | Valid |
| X1.4 | 0,669 | 0,113 | Valid |
| X1.5 | 0,597 | 0,113 | Valid |
| X1.6 | 0,640 | 0,113 | Valid |

Source: Olah data SPSS 25

The known correlation values in the correlations X1.1, X1.2, X1.3, X1.4, X1.5 and X1.6 has a correlation value score greater than r table 0.113, thus all Brand Trust questionnaires (X1) are declared valid.

Product Quality (X2)

Tabel 2. Hasil Uji Validitas Product Quality (X2)

| Variabel | r hitung | r Tabel | Keterangan |
|----------|----------|---------|------------|
| X2.1 | 0,591 | 0,113 | Valid |
| X2.2 | 0,658 | 0,113 | Valid |
| X2.3 | 0,614 | 0,113 | Valid |
| X2.4 | 0,618 | 0,113 | Valid |
| X2.5 | 0,624 | 0,113 | Valid |
| X2.6 | 0,664 | 0,113 | Valid |
| X2.7 | 0,562 | 0,113 | Valid |
| X2.8 | 0,536 | 0,113 | Valid |
| X2.9 | 0,666 | 0,113 | Valid |
| X2.10 | 0,616 | 0,113 | Valid |
| X2.11 | 0,620 | 0,113 | Valid |

Source: Olah data SPSS 25

The results of the known correlation values in the correlations X2.1, X2.2, X2.3, X2.4, X2.5, X2.6, X2.7, X2.8, X2.9, X2.10, X2.11 has a correlation value score greater than r table 0.113, thus all product quality questionnaires (X2) are declared valid.

Lifestyle (X3)

Tabel 3. Hasil Uji Validitas Lifestyle (X3)

| Variabel | r hitung | r Tabel | Keterangan |
|----------|----------|---------|------------|
| X3.1 | 0,757 | 0,113 | Valid |
| X3.2 | 0,721 | 0,113 | Valid |
| X3.3 | 0,730 | 0,113 | Valid |
| X3.4 | 0,672 | 0,113 | Valid |
| X3.5 | 0,737 | 0,113 | Valid |
| X3.6 | 0,635 | 0,113 | Valid |

Source: Olah data SPSS 25

The results of the known correlation values in the correlations X3.1, X3.2, X3.3, X3.4, X3.5 and X3.6 has a correlation value score greater than r table 0.113, thus all Life Style questionnaires (X3) are declared valid.

Buying decision (Y)

Tabel 4. Hasil Uji Validitas Buying decision (Y)

| Variabel | r hitung | r Tabel | Keterangan |
|----------|----------|---------|------------|
| Y1.1 | 0,681 | 0,113 | Valid |
| Y1.2 | 0,652 | 0,113 | Valid |
| Y1.3 | 0,695 | 0,113 | Valid |
| Y1.4 | 0,644 | 0,113 | Valid |
| Y1.5 | 0,627 | 0,113 | Valid |
| Y1.6 | 0,592 | 0,113 | Valid |
| Y1.7 | 0,646 | 0,113 | Valid |
| Y1.8 | 0,615 | 0,113 | Valid |

Source: Olah data SPSS 25

The results of the known correlation values in the correlations Y1.1, Y1.2, Y1.3, Y1.4, Y1.5, Y1.6, Y1.7 and Y1.8 have correlation value scores greater than r table 0.113, thus all purchasing decision questionnaires (Y) are declared valid.

Uji Asumsi Klasik

Uji Reliabilitas

Tabel 5. Hasil Uji Reliabilitas

| Variabel | Nilai Cronbach Alpha | Kriteria | Keterangan |
|-------------------------|----------------------|----------|------------|
| <i>Brand Trust</i> (X1) | 0,720 | 0,60 | Reliabel |
| Kualitas Produk (X2) | 0,835 | 0,60 | Reliabel |
| <i>Life Style</i> (X3) | 0,801 | 0,60 | Reliabel |
| Keputusan Pembelian (Y) | 0,797 | 0,60 | Reliabel |

Source: Olah data SPSS 25

A variable is declared reliable if the Cronbrach alpha value is > 060 . The table above shows that all variables have quite large Cronbrach alpha values, namely above 0.60. So, it can be concluded that the reliability of the variables Brand Trust (X1), product quality (X2), life style (X3), and purchasing decisions (Y) studied is reliable.

Uji Normalitas

Tabel 6. Hasil Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | | |
|--|-------------------------|-------------------------|------|
| | | Unstandardized Residual | |
| N | | 385 | |
| Normal Parameters ^{a,b} | Mean | ,0000000 | |
| | Std. Deviation | 1,97301850 | |
| Most Extreme Differences | Absolute | ,047 | |
| | Positive | ,046 | |
| | Negative | -,047 | |
| Test Statistic | | ,047 | |
| Asymp. Sig. (2-tailed) | | ,044 ^c | |
| Monte Carlo Sig. (2-tailed) | Sig. | ,365 ^d | |
| | 99% Confidence Interval | Lower Bound | ,352 |
| | | Upper Bound | ,377 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. Based on 10000 sampled tables with starting seed 926214481. | | | |

Source: Olah data SPSS 25

The results of the Monte Carlo test can be seen that the significance value in Monte Carlo sig. (2-tailed) is 0.365, while the Normality Test requirement is a significance value above 0.05, meaning that the significance value in the Monte Carlo Test meets the requirements of the Normality Test.

Uji Multikolinearitas

Tabel 7. Hasil Uji Multikolinearitas

| Coefficients ^a | | | |
|---------------------------|----|-----------|-------|
| Collinearity Statistics | | | |
| Model | | Tolerance | VIF |
| 1 | X1 | .405 | 2.471 |
| | X2 | .420 | 2.379 |
| | X3 | .488 | 2.050 |

a. Dependent Variable: Y

Source: Olah data SPSS 25

The brand trust variable (X1) has a tolerance value of $0.405 > 0.10$ and a VIF value of $2.471 < 10$, product quality (X2) has a tolerance value of $0.420 > 0.10$ and a VIF value of $2.379 < 10$, and life style (X4) has a tolerance value of $0.488 > 0.10$ and a VIF value of $2.050 < 10$. So it can be stated that the data did not occur. multicollinearity so that the regression model is suitable for use in submissions.

Uji Heteroskedastisitas

Tabel 8. Hasil Uji Heteroskedastisitas
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1.801 | 1.405 | | 1.282 | .201 |
| X1 | .056 | .075 | .060 | .754 | .451 |
| X2 | -.041 | .044 | -.074 | -.943 | .346 |
| X3 | -.053 | .062 | -.062 | -.846 | .398 |

a. Dependent Variable: LN_RES

Source: Olah data SPSS 25

Shows that the brand trust variable (X1) has a significance value of 0.451, product quality (X2) has a significance value of 0.346, life style (X3) has a significant value of 0.398. All of the X variables have a significance value greater than 0.05, so it can be stated that the data does not have heteroscedasticity.

Uji Regresi Linear Berganda

Tabel 9. Hasil Uji Regresi Linear Berganda
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4.432 | 1.256 | | 3.528 | .000 |
| X1 | .199 | .067 | .150 | 2.987 | .003 |
| X2 | .277 | .039 | .349 | 7.088 | .000 |
| X3 | .463 | .056 | .379 | 8.297 | .000 |

a. Dependent Variable: Y

Source: Olah data SPSS 25

1. The constant of 4.432 means that if the independent variable is constant then the purchase decision (Y) value is 4.432. The constant value is positive, meaning there is a positive influence between the independent variable and the dependent variable.
2. The regression coefficient for the brand trust variable (X1) is 0.199, meaning that if the value of other independent variables remains constant and brand trust increases by 1 unit, then purchasing decisions will increase by 0.199. A positive coefficient means that there is a positive relationship between brand trust and purchasing decisions.
3. The regression coefficient for the product quality variable (X2) is 0.277, meaning that if the value of other independent variables remains constant and the product quality increases by 1 in units, then purchasing decisions will increase by 0.277. A positive coefficient means that there is a positive relationship between product quality and purchasing decisions.
4. The regression coefficient for the life style variable (X3) is 0.463, meaning that if the value of other independent variables remains constant and life style increases by 1 unit, then purchasing decisions will increase by 0.463. A positive coefficient means that there is a positive relationship between life style and purchasing decisions.

Uji parsial (t)

**Tabel 10. Hasil Uji parsial (t)
Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4.432 | 1.256 | | 3.528 | .000 |
| X1 | .199 | .067 | .150 | 2.987 | .003 |
| X2 | .277 | .039 | .349 | 7.088 | .000 |
| X3 | .463 | .056 | .379 | 8.297 | .000 |

a. Dependent Variable: Y

Sumber: Olah data SPSS 25

1. Test the brand trust hypothesis (X1) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value of 2.987 is positive with a significant result of $0.003 < 0.05$.

2. Test the product quality hypothesis (X2) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value of 7.088 is positive with a significant result of $0.000 < 0.05$.
3. Test the life style hypothesis (X3) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value of 8.297 is positive with a significant result of $0.000 < 0.05$.

Uji Koefesien Determinasi

Tabel 11. Hasil Uji Koefesien Determinasi

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .783 ^a | .613 | .610 | 1.98077 |

a. Predictors: (Constant), X3, X2, X1

Source: Olah data SPSS 25

The results of the coefficient of determination test obtained an R Square value of 0.613, which means that 61.3% of purchasing decisions for Aqua City Madiun gallon drinking water products are influenced by the variables brand trust, product quality and life style, while the remaining 38.7% is influenced by other variables outside the model studied.

D. CONCLUSIONS

Based on research that has been conducted, brand trust has a positive and significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, lifestyle has a positive and significant influence on purchasing decisions.

E. SUGGESTIONS

It is best to continue to maintain and improve the quality of its products, especially in terms of product conformity with the specifications offered to consumers. If consumers get a product that matches the specifications offered, it will increase their decision to purchase AMDK, In the future,

researchers are expected to conduct similar research by considering other variables apart from product quality and brand trust.

REFERENCES

- Alhikam Pratama, R. S. K. F. (2023). Pengaruh Brand Image, Brand Trust dan Gaya Hidup Terhadap Keputusan Pembelian Smartphone Iphone di Kota Pekanbaru. *Seminar Nasional Ekonomi, Bisnis Dan Akuntansi*, 3, 252–264. <https://ejurnal.umri.ac.id/index.php/sneba/article/view/5190>
- Asmi, M. I., & Zaini, M. (2023). Pengaruh Gaya Hidup, Brand Trust, Kualitas Pelayanan terhadap Keputusan Pembelian pada Tokopedia. *Investasi Dan Syariah (EKUITAS)*, 5(1), 86–93. <https://doi.org/10.47065/ekuitas.v5i1.3688>
- Azizah, Y. N., Rizal, M., & Ahmad Subhan Mahardani. (2023). Pengaruh Brand Image, Kualitas Produk, Lifestyle Dan Inovasi Produk Terhadap Keputusan Pembelian Smartphone Iphone. *Riset, Jurnal Prodi, Manajemen Fakultas, Manajemen Unisma, Bisnis*, 12(01), 510–518.
- Fatimura, M., Masriatini, R., & Pratama, A. (2021). Analisa Kualitas Air Minum ISi Ulang dan kemasan di daerah Kenten LAut. *Jurnal Redoks*, 6(1), 66. <https://doi.org/10.31851/redoks.v6i1.5652>
- Febrian, R., Fadhli Nursal, M., Dwikotjo, F., Sumantyo, S., Bhayangkara, U., & Raya, J. (2024). *Studi Kasus Pada Mahasiswa Prodi Manajemen Angkatan 2020 Universitas Bhayangkara Jakarta Raya*. 2(7), 847–857. <https://doi.org/10.61722/jiem.v2i7.2282>
- Firmadona, A., Kusumah, A., & Nofirda, F. A. (2025). Pengaruh Kualitas Produk, Brand Image, Dan BrandTrust Terhadap Keputusan Pembelian KosmetikMarcks Di Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 4(1), 1576–1588.
- Gultom, A. P. P., & Fadli, M. (2024). Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Mobil Toyota Avanza Pada PT. Agung Toyota Pangkalan Kerinci, Pelalawan, Riau. *ECo-Buss*, 6(3), 1127–1136. <https://doi.org/10.32877/eb.v6i3.1066>
- Halifah, N., Rizal, M., & Hardaningtyas, R. T. (2025). Pengaruh Brand Trust, Brand Image, Brand Awareness Dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Produk Starbucks Di Kota Malang. *E-Jurnal Riset Manajemen*, 14(01), 1503–1512.
- Mokodompit, M. R., Tinneke, T., & Kalangi, J. A. F. (2022). Pengaruh Kualitas Produk Terhadap

Keputusan Pembelian Konsumen pada 3 AM Cofee Manado. *Productivity*, 3(6), 520–524.

Priscilla, G. M. (2019). Pengaruh Brand Image Dan Brand Trust Terhadap Keputusan Pembelian. *Jurnal Manajemen Bisnis Dan KEwirausahaan*, 4(4), 106–110. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI

Rochman, A., Oftamala, D., & Anggara, D. (2024). *Pengelolaan Amdk Air Mineral Oleh Negara Sebagai*. 11(September).

Ruslan, D., Dachi, I., Theresia, L., & Azmi, N. (2025). Persaingan Pasar Air Mineral Indonesia: Kajian Diferensiasi Produk Dan Penetapan Harga Aqua, Le Minerale, Dan Cleo. *Jurnal Cendekia Ilmiah*, 4(2), 809–820.

Sianturi, A. G., Pudjoprastyono, H., Azhar, R. M., Manajemen, S., & Ekonomi, F. (2024). *Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional Veteran Jawa Timur - Indonesia 1,2, 3 Program*. 17(3), 5–11.

Syifa, N., & Khotimah, H. (2025). *Pengaruh Content Marketing , Customer Engagement dan Brand Trust Terhadap Keputusan Pembelian Produk Kecantikan Merk Glad2Glow*. 4(2), 4735–4741.