

BRAND AWARENESS, PRODUCT AVAILABILITY, EVENT MARKETING, AND PRICE EFFECTS ON YOIKI PURCHASE INTEREST IN MADIUN

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Abstrak

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, dan Harga terhadap Minat Beli AMDK Yoiki di Kabupaten Madiun. Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data ini menggunakan *Nonprobability Sampling* dengan metode *Purposive Sampling* dan didapatkan sampel sebanyak 200 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program IBM SPSS. Hasil penelitian menunjukkan *Brand Awareness* berpengaruh positif dan signifikan terhadap Minat Beli, Ketersediaan Produk juga berpengaruh positif dan signifikan terhadap Minat Beli, *Event Marketing* berpengaruh positif dan signifikan terhadap Minat Beli, serta Harga juga berpengaruh positif dan signifikan terhadap Minat Beli. Secara simultan, *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, dan Harga terbukti berpengaruh signifikan terhadap Minat Beli, sehingga penguatan keempat aspek tersebut menjadi strategi efektif meningkatkan minat beli masyarakat terhadap AMDK Yoiki di Kabupaten Madiun.

Kata Kunci: *Brand Awareness*, Ketersediaan Produk, *Event Marketing*, Harga, Minat Beli.

Abstract

This study aims to analyze the influence of Brand Awareness, Product Availability, Event Marketing, and Price on Purchase Interest of Yoiki bottled drinking water (AMDK) in Madiun Regency. This research uses a quantitative method. The data collection technique employed Nonprobability Sampling with a Purposive Sampling method, resulting in a sample of 200 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS software. The results show that Brand Awareness has a positive and significant effect on Purchase Interest, Product Availability also has a positive and significant effect on Purchase Interest, Event Marketing has a positive and significant effect on Purchase Interest, and Price also has a positive and significant effect on Purchase Interest. Simultaneously, Brand Awareness, Product Availability, Event Marketing, and Price were proven to have a significant effect on Purchase Interest, so strengthening these four aspects becomes an

effective strategy to increase public purchase interest toward Yoiki bottled drinking water in Madiun Regency.

Keywords: Brand Awareness, Product Availability, Event Marketing, Price, Purchase Interest.

A. INTRODUCTION

1. Background and Phenomenon

The growing public need for clean, safe, and easily accessible drinking water has accelerated the expansion of Indonesia's Bottled Drinking Water (AMDK) industry. Modern consumers increasingly prioritize health, safety, and daily convenience, driving a sharp rise in bottled water consumption compared to previous decades (Lestari, 2021). This rapid market growth has intensified competition among manufacturers, forcing companies to execute well-targeted marketing strategies to capture consumer interest. In brand competition, brand awareness plays a vital role because buyers naturally gravitate toward familiar and trusted names. Higher brand recognition enhances consumer familiarity, thereby strengthening their interest to buy (Meike et al., 2023).

In Madiun Regency, the local AMDK market is heavily dominated by major national brands such as Aqua, Le Minerale, Cleo, and Club. These industry leaders maintain market dominance through established brand recognition, extensive distribution networks, and continuous promotional efforts. Operating within this competitive landscape, Yoiki a local AMDK brand produced in Madiun Regency currently ranks fifth, with an estimated monthly sales volume of 2,000 cartons of cup packaging and 700 cartons of bottle packaging. Yoiki's market presence demonstrates steady growth, supported by affordable pricing, participation in local community activities, and improving availability in neighborhood shops and food stalls (PojokKata.com, 2024). However, trailing behind four national brands indicates that public purchase interest toward this local product remains underutilized.

Preliminary survey results involving 30 respondents in Madiun Regency showed favorable evaluations across all operational variables. Price recorded the highest positive rating at 75.56 %, followed by brand awareness at 72.22 %, product availability at 68.89 %, and

event marketing at 67.78 %, and purchase interest at 66.67 %. These initial findings confirm that while Yoiki is growing in recognition and retail accessibility, local consumer purchase interest still requires enhancement through coordinated marketing efforts.

Product availability significantly governs consumer choices, as buyers prefer brands that are readily obtainable across retail channels. Smooth distribution and strong product availability directly boost consumer satisfaction and brand preference (Huwaida et al., 2025). In Yoiki's case, distribution remains uneven across Madiun Regency, causing access difficulties in certain rural locations. Concurrently, event marketing offers direct consumer engagement through experiential interactions. Sponsoring community events, MSME bazaars, and sports activities serves as an effective promotional medium that widens brand awareness and purchasing interest (Adinata et al., 2025). Furthermore, price fairness represents a major decision factor as consumers weigh costs against perceived benefits (Muflihah et al., 2023). Establishing competitive pricing that matches local purchasing power is a strategic imperative for Yoiki amid fierce industry rivalry.

Previous empirical studies on AMDK purchase interest contain notable limitations in variable coverage. Widiasti Fauzia and Permana (2024) investigated social media marketing and brand awareness without examining physical product availability. Ridoan et al. (2025) analyzed brand awareness, green marketing, and consumer behavior in Jakarta while omitting event marketing and pricing factors. Similarly, Christiarini et al. (2024) focused on digital marketing while ignoring distribution reach and local offline events. None of these studies simultaneously evaluated how brand awareness, product availability, event marketing, and price collectively influence purchase interest for regional AMDK brands. This study fills that research gap by testing these four marketing dimensions both partially and simultaneously within Madiun Regency.

2. Theoretical Framework

This study utilizes the Theory of Planned Behavior (TPB) proposed by Icek Ajzen in 1991 as its foundational theory. TPB is an extension of the Theory of Reasoned Action, which explains that an individual's behavior is influenced by interests formed through attitudes toward the behavior, subjective norms from the social environment, and perceived behavioral control namely, an individual's belief in their ability and available resources to perform a specific action. The more positive a person's attitude, the greater the social support received, and the higher the perceived ease, the stronger their interest to perform a behavior.

In this study, TPB is used to explain the formation of consumer purchase interest toward Yoiki AMDK. Brand awareness forms a positive consumer attitude through the level of brand recognition and recall. Event marketing creates direct experiences and social influence that shape subjective norms. Product availability relates to perceived behavioral control, as the ease of acquiring the product encourages consumers to make a purchase. Price serves as a factor for consumers in assessing the match between benefits and costs, thereby influencing their attitude toward the product. In the TPB perspective, purchase interest represents a form of behavioral interest indicating a consumer's tendency to perform a purchase.

Brand awareness is the ability of a consumer or potential buyer to recognize or recall a brand within a specific product category (Aaker, 2002). Product availability is related to the ease with which consumers can obtain desired products; products that are available in sufficient quantities and easy to find can increase the likelihood of consumers selecting that product (Akbar et al., 2022). Event marketing is a marketing communication tool that conveys company messages through hosting events that directly engage the target market (Perkasa et al., 2023). Price is the amount of value or cost that consumers must pay to obtain a desired product or service (Kinayu & Sunanto, 2026). Price is viewed not only by the monetary amount paid but also by its affordability and alignment with perceived quality.

3. Research Objective

This study aims to provide empirical evidence regarding the partial and simultaneous effects of brand awareness, product availability, event marketing, and price on the purchase interest of Yoiki AMDK in Madiun Regency.

4. Research Hypotheses

- a. H_1 : Brand Awareness is presumed to have a significant effect on the Purchase Interest of Yoiki AMDK products.
- b. H_2 : Product Availability is presumed to have a significant effect on the Purchase Interest of Yoiki AMDK products.
- c. H_3 : Event Marketing is presumed to have a significant effect on the Purchase Interest of Yoiki AMDK products.
- d. H_4 : Price is presumed to have a significant effect on the Purchase Interest of Yoiki AMDK products.
- e. H_5 : Brand Awareness, Product Availability, Event Marketing, and Price simultaneously have a significant effect on the Purchase Interest of Yoiki AMDK products.

B. METHOD

This study applies a quantitative correlational design to examine the partial and simultaneous effects of brand awareness, product availability, event marketing, and price on consumer purchase interest (Sugiyono, 2019). The research was conducted in Madiun Regency over four months, from March to June 2026. The study population comprises all consumers of Yoiki AMDK in Madiun Regency. Because total consumer numbers are unrecorded, sample size determination followed the guidelines of Hair et al. (2019), which recommend setting sample sizes at 5 to 10 times the total number of indicators. Multiplying 20 research indicators across five variables by 10 yielded a sample size of 200 respondents. Sampling was executed using non-probability purposive sampling with criteria requiring respondents to be at least 15 years old, reside in Madiun Regency, be familiar with Yoiki products, and have observed

Yoiki's promotional or event activities (Sugiyono, 2019). Data were gathered via online Google Forms questionnaires using a 4-point Likert scale.

C. RESULTS AND DISCUSSIONS

1. Validity and Reliability Tests

Validity testing was conducted on 200 respondents, with an r table value of 0.138 at a 5 % significance level. Test results indicated that all statement items across the five research variables had r count values exceeding 0.138, ranging from 0.409 to 0.781 for Brand Awareness, 0.640 to 0.721 for Product Availability, 0.598 to 0.689 for Event Marketing, 0.612 to 0.723 for Price, and 0.611 to 0.740 for Purchase Interest. Consequently, all statement items were declared valid and suitable for data collection:

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Standart Value	Result
Brand Awareness	0,770	0,70	Reliable
Product Availability	0,812	0,70	Reliable
Event Marketing	0,808	0,70	Reliable
Price	0,795	0,70	Reliable
Purchase Interest	0,803	0,70	Reliable

Source: SPSS Processed Data, 2026

2. Classical Assumption Test

The normality test results using the One-Sample Kolmogorov-Smirnov Test yielded an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the 0.05 significance level. This indicates that the residual data are normally distributed, thereby satisfying the normality assumption for multiple linear regression analysis (Ghozali, 2021).

Table 2. Multicollinearity Test Results

Variable	Tolerance	VIF	Status
Brand Awareness	0,736	1,358	Multicollinearity-free
Product Availability	0,753	1,329	Multicollinearity-free

Variable	Tolerance	VIF	Status
Event Marketing	0,861	1,161	Multicollinearity-free
Price	0,820	1,219	Multicollinearity-free

Source: SPSS Processed Data, 2026

3. Hypothesis Testing (t-Test and F-test)

Table 3. Partial Test Results (t-Test) and F-test

Hypothesis	Path	t-count	Sig.	Result
H ₁	Brand Awareness → Purchase Interest	2,679	0,008	Accepted
H ₂	Product Availability → Purchase Interest	7,098	0,001	Accepted
H ₃	Event Marketing → Purchase Interest	3,042	0,003	Accepted
H ₄	Price → Purchase Interest	11,521	0,001	Accepted
H ₅	Brand Awareness, Product Availability, Event Marketing, Price → Purchase Interest	121,179	0,001	Accepted

Source: SPSS Processed Data, 2026

4. Discussion

Brand Awareness positively and significantly affects Purchase Interest ($t = 2.679 > 1.971$; $p = 0.008$). High awareness builds trust and aids product recognition during purchasing decisions (Aaker, 2002; Kotler & Keller, 2016). This finding aligns with Mulyanto (2019), Thejaya (2019), Hifzillah and Arief (2025), and Agnesa et al. (2025). The Purchase indicator scored highest (3.570), showing active consideration of Yoiki before rivals. Conversely, Recall scored lowest (3.200), indicating top-of-mind memory remains weak and requires consistent promotion.

Product Availability positively and significantly influences Purchase Interest ($t = 7.098 > 1.971$; $p = 0.001$). Convenient product access across distribution networks eliminates buying friction (Kotler & Keller, 2016). This supports Sartika et al. (2024), Ansori (2025), Octavia et al. (2025), and Maharani and Risal (2025). While general regional distribution rated high (3.880), availability near residential areas scored lowest (3.490), requiring distribution expansion into local retail stalls.

Event Marketing positively and significantly impacts Purchase Interest ($t = 3.042 > 1.971$; $p = 0.003$). Event participation builds interactive engagement and favorable brand experiences (Firdailla & Haerani, 2021). This agrees with Setiawan and Kurriwati (2022), Wardhani and Manggar (2024), and Saputra and Prisanto (2025). Positive brand impressions scored highest (3.900), whereas active event participation scored lowest (3.550), suggesting a need for more interactive event concepts.

Price positively and significantly affects Purchase Interest, acting as the primary predictor ($t = 11.521 > 1.971$; $p = 0.001$). Pricing aligned with quality delivers strong value perception (Satria, 2017). This corroborates Tania et al. (2022), Lestari (2024), and Putra and Hariani (2024). Price competitiveness relative to rivals scored highest (3.760), while price-quality alignment scored lower (3.520), emphasizing the need to preserve quality alongside fair pricing.

Simultaneously, Brand Awareness, Product Availability, Event Marketing, and Price significantly impact Purchase Interest ($F = 121.179$; $p = 0.001$), explaining 72.3% of the variance ($R^2 = 0.723$). These results support the Theory of Planned Behavior (Ajzen, 1991), proving that purchase interest stems from an integrated mix of consumer attitudes (awareness and price), subjective norms (event marketing), and perceived behavioral control (product availability).

D. CONCLUSIONS

This study confirms that Brand Awareness, Product Availability, Event Marketing, and Price each exert a positive and significant partial effect on the Purchase Interest of Yoiki AMDK in Madiun Regency. Simultaneously, the four variables also exert a positive and significant effect, accounting for 72.3 % of the variance in Purchase Interest. Price emerged as the variable with the largest contribution, followed by Product Availability, Event Marketing, and Brand Awareness. These findings reinforce the Theory of Planned Behavior, demonstrating that purchase interest, as a behavioral interest, is driven by attitudes, subjective norms, and

perceived behavioral control. Consumer purchase interest toward local AMDK products relies on a holistic combination of brand awareness, accessibility, event experiences, and price-benefit alignment. Limitations of this study include testing only four independent variables (leaving 27.7 % explained by external factors) and focusing exclusively on Yoiki AMDK in Madiun Regency.

E. SUGGESTIONS

Yoiki AMDK management is advised to continuously enhance brand awareness through social media and community engagement, expand product distribution to minimarkets and local grocery stores, integrate event marketing with digital campaigns, and maintain price alignment with product quality. Future researchers are encouraged to incorporate additional variables such as product quality, brand image, or brand trust, adopt longitudinal research designs to observe purchase interest dynamics over time, and broaden the geographic scope or compare results across other local AMDK brands.

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