

## MARKETING | RESEARCH ARTICLE

# The Influence of Brand Image on Purchasing Decision of Le Minerale Bottled Water among Adolescents in Surakarta: A Psychological Perspective

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## ABSTRACT

This study aims to determine how much influence the brand image instilled by AMDK-branded Le Minerale has on purchasing decisions among teenagers in Surakarta City. This study uses a quantitative survey approach via Google with a purposive sampling technique. This study was conducted on teenagers in Surakarta City aged 20-29 years, who are potential and actual consumers of the AMDK brand Le Minerale, with a sample of 112 respondents consisting of 43 men and 69 women using the Joseph Hair formula. The data analysis techniques used are validity testing, reliability testing, normality testing, simple linear regression analysis, and hypothesis testing. The data was processed with the help of the IBM SPSS statistical application version 27.0. Based on the results of the t-test, the t-count value was obtained as 3.698 with a significance value of 0.000 less than 0.05 (0.000 < 0.05), indicating that the initial hypothesis was accepted. The results of the simple linear regression equation show  $Y = 35.304 + 329X$ , meaning that the direction of the influence is positive or in the same direction. If the brand image variable (X) increases by 1, then the purchasing decision variable (Y) also increases by 0.329 plus a constant, and vice versa. This confirms the significant and positive influence of brand image on the purchasing decision of Le Minerale branded AMDK on teenagers in Surakarta City. Based on these findings, it can be concluded that 11.1% of purchasing decisions are influenced by brand image. This theory uses consumer psychology to understand how brand image influences the purchasing decision process in teenagers, with psychological aspects such as perception, motivation, learning, and emotions playing an important role in the study.

**Keywords:** Brand Image, Purchasing Decision, Le Minerale, Teenagers, Surakarta, Psychology.

**JEL Code:** M31, D91.

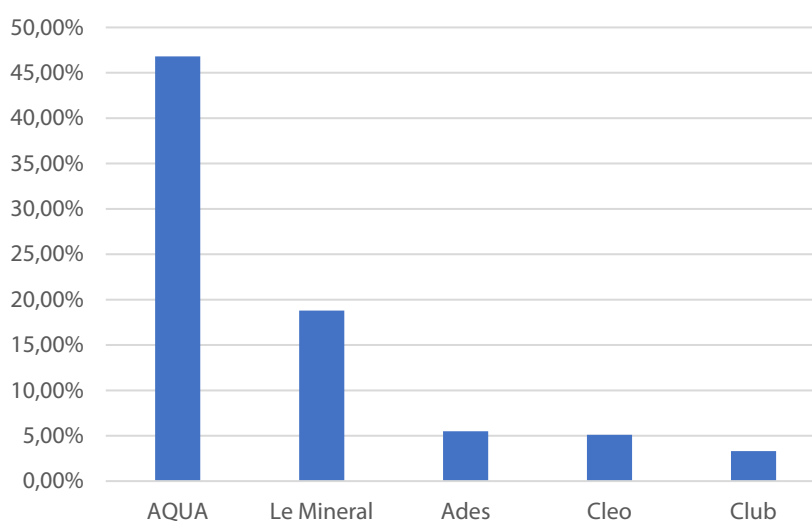
## I. Introduction

Brand development has increasingly influenced consumer behavior in this modern era, especially among teenagers. Teenagers are a consumer group with unique characteristics; They have great curiosity and



a strong tendency to continue to follow the developments of the times, including social trends (Kotler & Keller, 2019).

Packaged Drinking Water (AMDK) is one of the many products individuals need. Le Minerale is one of Indonesia's famous brands of Packaged Drinking Water (AMDK) products. This brand is a product of a subsidiary of PT Mayora Indah, namely PT Tirta Fresindo Jaya, which is engaged in the packaged drinking water industry. One packaged drinking water brand (AMDK) is well known in the market. This is evidenced by the latest survey from Godstats (<https://goodstats.id>). This online data management platform shows that Le Minerale was selected as the leading mineral water brand for the Indonesian people. The survey results stated that Le Minerale was chosen by 46.5% of the Indonesian people. The mineral water product famous for its slogan "Ada Manis-Manisnya" outperformed several mineral water brands, including AQUA, which was in second place with a percentage of 30.9%. This is supported by the 2024 TOP Brand Award data as follows.



**Figure 1. Top AMDK Brand in Indonesia 2024**

Solo Raya is a metropolitan area in Central Java Province comprising seven regions, namely Surakarta City and the regencies of Sukoharjo, Karanganyar, Boyolali, Wonogiri, Klaten, and Sragen (Wikipedia, 2025). Surakarta, one of the most densely populated areas in Solo Raya, consists of five sub-districts: Banjarsari, Jebres, Laweyan, Serengan, and Pasar Kliwon. The city has a population of 526,870 people and records the region's highest per capita monthly expenditure on food and beverages, reaching IDR 767,095 in 2022 (Central Java Statistics Agency, 2024). Surakarta is also experiencing an increased Bottled Drinking Water (AMDK) consumption trend among teenagers. Environmental influences, such as health campaigns disseminated via social and print media, contribute significantly to this trend (Firmansyah & Fadhilah, 2021).

Le Minerale is a leading AMDK brand in Indonesia, achieving market prominence through a strong brand image marketing strategy. A preliminary study using an open questionnaire conducted among teenagers in Surakarta revealed that 78% of respondents consumed Le Minerale at least twice last month due to its availability, memorability, and positive reputation. However, 56% reported consuming more than one AMDK brand monthly. Brand image refers to the consumer's perception of a product, shaped by personal experience, public reputation, and media exposure (Aaker & Biel, 1993; Darajat, 2020). Keller (2019) defines brand image as the perception formed through experience, promotion, and interaction. For teenagers, this perception often includes emotional and social aspects that align with their identity (Sasmita & Mohd Suki, 2019).

Research shows that a positive brand image significantly enhances consumer preference and loyalty (Putra & Hidayat, 2020), especially in daily necessity products like AMDK (Han et al., 2020). A brand's identity, including product quality, brand personality, utility, and marketing strategies, contributes to the consumer's

psychological value (Amla, 2019). Le Minerale's branding has evolved since 2015, with visual elements such as distinctive logos and color schemes—blue and green—used to communicate purity, freshness, and nature (Fadiah & Satriadi, 2024). According to research titled "The Role of Visual Elements as Communication Strategy in Product Packaging," packaging now also serves as a visual communication tool that attracts consumers through design, logos, typography, layout, and structure (Fajrina & Pramesti, 2023). Le Minerale's iconic slogan, "Ada Manis-Manisnya" ("There is a Hint of Sweetness"), launched in 2015, became a successful sensory marketing strategy. It sparked curiosity among consumers and influenced psychological and emotional responses by suggesting a unique taste (Windariana, 2024).

Purchasing decisions involve need evaluation, information search, and product selection based on individual preferences (Schiffman & Kanuk, 2021). Among teenagers, these decisions are often influenced by social pressures, identity aspirations, and brand image (Hakim & Wicaksono, 2019). In urban areas like Surakarta, teenagers tend to choose brands based on emotional attributions like healthiness and modernity (Utami & Pramudya, 2021). A case study of Le Minerale showed that its involvement in marketing events, such as launching special packaging during the World Cup, effectively attracted consumer attention. Theoretical frameworks like brand identity and consumer trust explain this behavior. A strong brand image fosters trust and influences purchasing decisions (Aaker, 2020).

Globally, a growing awareness of healthy hydration (WHO, 2021). Amidst fierce competition, Le Minerale builds emotional connections with consumers through branding focused on a healthy lifestyle. Rational purchasing involves product quality and eye-catching design, while emotional and behavioral aspects include psychological associations and social influence (Han et al., 2020; Swastha, 1998; Kotler & Keller, 2019). Teenagers often make purchasing decisions based on how well a brand reflects their identity. Le Minerale's modern, health-conscious ads and collaborations with athletes and young achievers appeal emotionally, especially to Surakarta youth (Nugroho & Pramesti, 2020). Behavioral factors also influence decisions: social environment, habits, and peer pressure shape consumer behavior (Schiffman & Kanuk, 2021). Erikson's identity theory highlights adolescence as a stage of identity exploration, making teenagers highly susceptible to brand influence (Jannah & Satwika, 2021; Junaidi et al., 2020).

According to Schiffman and Kanuk (2015), purchasing decisions are shaped by motivation, perception, learning, and attitude. Brand image provides symbolic value that enhances product appeal. This study aims to understand how Le Minerale's brand image influences purchasing decisions among income-earning teenagers in Surakarta, a demographic with specific psychological and cultural characteristics. Previous studies have yet to explore this psychological perspective, particularly among income-earning teenagers thoroughly. These individuals demonstrate greater independence and rationality in decision-making. According to Widiantari & Daryaswanti (2023), 84.5% of teenagers possess sound knowledge and positive attitudes toward water consumption, reinforcing the relevance of this research. The problem statement in this study is: Does brand image influence the purchasing decision for Le Minerale bottled water among teenagers in Surakarta from a psychological perspective? The Research Objective of this study is to determine the effect of brand image on the purchasing decisions of Le Minerale bottled water among teenagers in Surakarta from a psychological perspective.

## II. Literature Review and Hypothesis Development

### 2.1. Brand Image

According to Aaker and Biel (1993), brand image refers to the consumer's brand evaluation. This assessment may arise from personal experiences, the reputation conveyed by others, or through media exposure. Tjiptono (1997) describes brand image as a set of associations and beliefs consumers hold about a brand. Kotler & Keller (2012) define brand image as "the perceptions and beliefs held by consumers, as reflected in the associations stored in consumers' memory." Similarly, Keller (1993, 2019) emphasizes that brand image is formed through experiences, promotions, and consumer-brand interactions. Brand image

includes several components, such as brand recall, recognition (primarily through packaging and trade dress), and public reputation. Kotler and Armstrong (1999) and Keller (2001) highlight that a brand is a combination of name, term, symbol, or design used to identify and differentiate a product from competitors. Keegan et al. (1995) add that a brand represents a collection of consumer experiences and images that communicate the benefits promised by the company. Kotler (2003) states that brand image affects consumer perception and attitudes toward a company or product. Susanto (2007) adds that brand image is what consumers think and feel about a brand. Shimp (2003) argues that brand image arises from mental associations consumers form when recalling a brand—these associations may include thoughts, images, or emotions. According to Stern et.al. (2001), some aspects make brand image so varied, namely:

- a. Where is the image located, meaning whether the image is in the consumer's mind or on the object?
- b. Its natural nature, meaning whether the image refers to a process, form, or transaction.
- c. The number, meaning how many dimensions form the image, and the image used in human characteristics associated with the characteristics of brand users. In this case, it includes social orientation, social stability, and dynamics.

According to Freddy Rangkuti (2002), brand image consists of two main factors, namely:

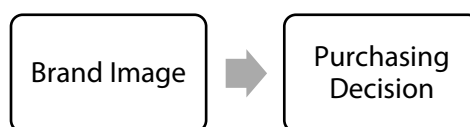
- a. Physical factors are the physical characteristics of the brand, such as design, packaging, logo, brand name, function, and usefulness of the brand's products.
- b. Psychological factors are formed by emotions, beliefs, values, and personalities that consumers consider able to describe the brand's products.

## 2.2. Purchasing Decision

According to Kotler (2002), a purchasing decision is a consumer action to form a reference between brands in a choice group and buy the most preferred product. According to Kotler (2005), a purchasing decision is when consumers have made a choice and are ready to purchase or exchange money for a promise to pay for the right to own or use a good or service. Kotler (2005) defines a purchasing decision as a problem-solving process that involves recognizing needs and desires that lead to post-purchase behavior. Kotler and Keller (2009) explain that the purchasing decision process consists of five main stages: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. Setiadi (2003) defines the core of consumer decision making as the integration process that combines knowledge to evaluate two or more alternative behaviors and chooses one of them. The result of this integration process is a choice that is presented cognitively as a behavioral desire. Pranoto (2008) also explains that consumer decision-making to buy a product or service begins with an awareness of fulfilling needs or desires and realizing further problems. Consumers will carry out several stages that ultimately reach the evaluation stage of buying. So, purchasing decisions integrate the fulfillment of needs and desires to determine a choice that ends in buying a product. To find out how consumers make decisions to buy, use aspects that refer to the theory of purchasing decision-making according to Swastha (1998), namely:

- a. In the rational aspect, consumers buy products with full awareness and consider all available alternatives to get maximum benefits.
- b. Emotional aspect, consumers decide to buy products with the drive of feelings, instincts, and previous recognition.
- c. Behavioral aspect, consumers decide to buy products by considering several opinions and pressures from the external environment.

Previous research conducted by Ni Wayan Eka Diana Santhi, Gusti Ngurah Agung Gede Eka Teja Kusuma, & Ni Putu Cempaka Dharmadewi Atmaja (2020) entitled "The Influence of Green Marketing, Social Media Promotion, and Brand Image on Purchase Interest of AQUA Bottled Drinking Water (AMDK) in Denpasar" resulted in the conclusion that brand image has a positive and significant influence simultaneously and partially on purchasing decisions for bottled drinking water (AMDK) products in Denpasar (Santhi, 2022). Research by Aaker (1997) emphasized that the brand personality dimension influences how individuals process information about a product. In addition, a study by Solomon (2020) showed that emotions associated with brand image can trigger impulsive purchasing decisions, especially in young consumers (Solomon, 2020). Meanwhile, local research on adolescent consumer behavior is still limited, especially in connecting the psychological dynamics of brand image with purchasing decisions. Based on the description, the following hypothesis is formulated:



**Figure 2. Research Framework**

- H0: Brand image does not influence the purchasing decision of Le Minerale-branded bottled drinking water among teenagers in Surakarta City from a psychological perspective
- H1: Brand image has a significant positive influence on the purchasing decision of Le Minerale-branded bottled drinking water among teenagers in Surakarta City from a psychological perspective

### **III. Research Method**

#### 3.1. Types of Research

This study employs a quantitative research method using a survey approach, emphasizing the analysis of numerical data processed through statistical techniques (Azwar, 2009). Quantitative research is characterized by its systematic and structured approach, allowing for examining larger samples and generating objective conclusions (Sahir, 2021). The research, titled "The Influence of Brand Image on Purchasing Decision", aims to analyze the effect of brand image on the purchasing decisions of Le Minerale bottled drinking water (AMDK) among adolescents in Surakarta City, through a psychological perspective. The study focuses on understanding how brand image, as a cognitive and emotional construct, influences consumer behavior, specifically purchasing intentions and actions among urban adolescents.

#### 3.2. Site and Time of Research

This research was conducted in Surakarta City because Surakarta City has a heterogeneous population and a dynamic bottled water market, so that it can provide a more representative sample and varied data. Surakarta City is a large city that has more complete and easily accessible data compared to rural areas, making the research process easier. Surakarta City has five sub-districts: Banjarsari District, Jebres District, Laweyan District, Serangan District, and Pasar Kliwon District. This research started from the time the research proposal was received until it was completed, with a duration of six months. It was aimed at maintaining the validity of the data because it takes a relatively long time to complete the research. Details of the research time allocation are from July to December 2024. The research activity schedule includes guidance, questionnaire collection in September, data analysis in October, data processing in November, and

examination and journal seminar exams in mid-November. Each stage of the research is designed so that collection and analysis can be carried out effectively and systematically.

### 3.3. Population and Sampling

The population in this study consists of adolescents in Surakarta City who are actual or potential consumers of Le Minerale bottled drinking water (AMDK), with a minimum consumption frequency of at least twice in the last month. This population is considered infinite, as the exact number is unknown (H & Indah, 2018). Due to the unknown size of the population, the Joseph Hair formula was used to determine the appropriate sample size. According to Hair et al. (2017), a minimum sample size can be calculated using  $n \times 5$  to  $n \times 10$  indicator variables, and a sample size greater than 100 is recommended. However, smaller samples may still be acceptable depending on the research context. This study uses 14 indicators, requiring at least 112 respondents ( $14 \times 8 = 112$ ). The sampling period occurred between September 10, 2024, and October 13, 2024.

The sampling technique used is non-probability sampling, specifically purposive sampling. According to Azwar (2009), purposive sampling is a technique used to select respondents based on specific characteristics relevant to the study. This method is suitable when random sampling is impractical and ensures that all respondents meet the defined criteria. While purposive sampling allows for lower error margins and ease of generalization, it may carry bias as participants are aware of their involvement in research. The researcher has set several standards for this sampling. The following characteristics are required: male or female, aged 20-29 years, have income or earnings, are educated, religious, domiciled in Surakarta City, and have consumed Le Mineral brand Bottled Drinking Water at least twice in the last month. The data collection method used in this study is a questionnaire or survey to obtain primary data from respondents and previous studies to collect secondary data from previous studies. A questionnaire contains a series of written questions given to respondents to be filled in and answered. This technique collects data efficiently, especially from large and scattered samples. Previous studies or literature studies are secondary data collection methods that involve searching and analyzing data from various written sources, such as journal articles, books, or other documents (Jailani, 2023).

### 3.4. Data Collection

This study uses an online survey distributed via Google Forms, incorporating a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for favorable items, and the reverse for unfavorable ones. The Likert scale measures attitudes, opinions, and perceptions toward particular objects or phenomena (Siregar, 2007; Yansahputra, 2022). A literature review was also conducted to reinforce the findings gathered through the survey. A literature study was conducted to support and strengthen the data obtained through the questionnaire. Stern et al 2001 in (Ferrinadewi, 2008) explain three aspects of the brand image variable: where the image is located, the nature, and the number of image dimensions. Some examples of items from the Brand Image Scale are "I choose the Le Minerale branded AMDK product because the appearance of the bottle looks elegant" (Favorable); "I feel unsure about the Le Minerale branded AMDK product because professional experts do not handle the production process" (Unfavorable); "I buy Le Minerale branded AMDK products because I feel fresher after consuming them" (Favorable). Swastha (1998) explains the aspects of purchasing decision theory: rational, emotional, and behavioral (Swastha, 1998). Some examples of items from the Purchasing Decision Scale are "I choose to buy Le Minerale brand AMDK products because there are no other products" (Unfavorable); "I buy Le Minerale brand AMDK products because I trust the composition listed on the packaging" (Favorable); "I do not care about the product image when consuming AMDK, including the Le Minerale brand" (Unfavorable).

### 3.5. Data Analysis Method

This study conducts validity and reliability tests to ensure the accuracy and consistency of the measuring instruments. Validity refers to how well an instrument measures what it is intended to measure (Azwar, 1998). Two types of validity were tested:

- Content validity: Evaluated by expert judgment and rational analysis, ensuring item relevance. Item validity: Assessed by correlating each item's score with the total score
- Items were considered valid if the r-count exceeded the r-table value.

Reliability was tested using Cronbach's Alpha, where a value of  $\alpha > 0.60$  indicates that the items are reliable (Hurdawaty & Madaniyah, 2020). All reliability analyses were conducted using SPSS 27.0. The Kolmogorov-Smirnov test was used to determine the normality of the data (Nurchahyo & Riskanto, 2018). For hypothesis testing, simple linear regression analysis was applied to assess the effect of the independent variable (brand image) on the dependent variable (purchasing decision). The study also used the T-test for individual parameter significance, with a significance threshold set at  $p < 0.05$ .

## IV. Results and Discussion

### 4.1. Data Demographic

**Table 1. Gender Distribution**

Gender	Number of Respondents	%
Male	43	38,4%
Female	69	61,6%
Total	112	100%

**Table 2. Respondents' Age Distribution**

Age Category	Number of Respondents	%
20-22 years	76	67,9
23-25 years	23	20,5
26-29 years	13	11,6
Total	112	100

**Table 3. Distribution of Respondents' Education**

Education Level	Number of Respondents	%
Senior High School/Equivalent	37	33%
Diploma1 to Diploma3	14	12,5
Applied Bachelor's Degree (D4) or Bachelor's Degree (S1)	56	50
Master's Degrees	5	4,5
Total	112	100

**Table 4. Distribution of Respondents' Jobs**

Occupation Category	Number of Respondents	%
Freelancer	51	45,5%
Part-Time Worker	11	9,8%
Company Staff	29	25,9%
Teacher	11	9,8%
Team member	8	7,1%

Occupation Category	Number of Respondents	%
Entrepreneur	2	1,8%
Total	112	100%

**Table 5. Distribution of Respondents' Income**

Income Level	Number of Respondents	%
<Rp500.000	33	29,5%
>Rp500.000-Rp1.000.000	17	15,2%
>Rp1.000.000-Rp1.500.000	15	13,4%
>Rp1.500.000-Rp2.000.000	21	18,8%
>Rp2.000.000-Rp2.500.000	10	8,9%
>Rp2.500.000	16	14,3%
Total	112	100%

**Table 6: Frequency Distribution of Le Minerale Purchases**

Frequency Category	Number of Respondents	%
2 times a month	24	21,4%
3 times a month	10	8,9%
4 times a month	13	11,6%
5 times a month	9	8%
>5 times a month	56	50%
Total	112	100%

## 4.2. Statistical Result

### 4.2.1. Validity Test

Validity test is a test of measuring instruments to determine whether a measuring instrument is valid (Yenson et al., 2022). A measuring instrument is declared valid if it meets the following criteria:

- The instrument is valid if the calculated value (r-count) is greater than the table value (r-table) with a significance value of less than 0.05.
- If the calculated value (r-count) is smaller than the table value (r-table) with a significance value of more than 0.05, the instrument is said to be invalid.

**Table 7. Results of Brand Image Validity Test (X)**

Item	Calculated Value	Tabel Value	Description
X1	1	0,92	Valid
X2	1		
X3	1		
X4	0,92		
X5	1		
X6	1		
X7	0,92		
X8	1		
X9	0,92		
X10	0,92		
X11	1		

Item	Calculated Value	Tabel Value	Description
X12	0,92		

Based on Table 7, the brand image variable validity test results have an r-count of 0.92, where the value of all the question items is in the range of 0.92-1. With that, all question items can be said to be valid.

**Table 8. Results of Purchasing Decision Data Validity Test (Y)**

Item	Calculated Value	Tabel Value	Description
Y1	0,92	0,92	Valid
Y2	1		
Y3	1		
Y4	1		
Y5	0,92		
Y6	1		
Y7	1		
Y8	0,92		
Y9	1		
Y10	0,92		
Y11	1		
Y12	1		

Based on Table 8, the validity test results on the purchasing decision variable have an R-squared of 0.92, while the R-squared on this variable is in the range of 0.92-1. This explains that the validity test carried out on the purchasing decision variable can be said to be valid.

#### 4.2.2. Reliability Test

**Table 9. Reliability Test Results**

Variable	Cronbach's Alpha (a)	Result
Brand Image	0,845	Reliable (Cronbach's Alpha > 0,6)
Purchasing Decision	0,903	

Based on the results in Table 9, the reliability test results in the Cronbach's Alpha calculation for the brand image variable (X) are 0.845, while the purchasing decision variable (Y) is 0.903. The reliability test results above show that each variable has a Cronbach's Alpha value greater than the critical value of 0.6, indicating high reliability. It can be concluded that the research instrument or questionnaire statement used to measure the influence of brand image on purchasing decisions is reliable.

#### 4.2.3. Normality Test

According to Ghozali (2018), the normality test is a statistical test that determines whether the residual data is normally distributed. The normality test to examine each variable includes variables influenced by the independent variable and variables not influenced by the dependent variable, and produces a typical distribution pattern (Ghozali, 2018). The normality test uses the Kolmogorov-Smirnov statistical test method, which considers the significance probability value of the variable test (Rahmat & Mukhsin, 2024). This study uses the Kolmogorov-Smirnov test because the data is >30, through the Asymp. Sig. (2-tailed)  $\alpha = 0.05$  approach (Yenson et al., 2022). By deciding on the probability number p, namely:

- a. If the Asymptotic. Significance value (2-tailed) is greater than 0.05; the distribution is normal. If the Asympt. Significance value (2-tailed) is less than 0.05; the distribution is declared abnormal

**Table 10. Results of the Kolmogorov-Smirnov Test for Normality**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			112
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.65462186
Most Extreme Differences	Absolute		.081
	Positive		.081
	Negative		-.070
Test Statistic			.081
Asymp. Sig. (2-tailed) <sup>c</sup>			.070
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		.072
	99% Confidence Interval	Lower Bound	.065
		Upper Bound	.079
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method is based on 10000 Monte Carlo samples with a starting seed 2000000.			

Based on the results of the normality test using the Kolmogorov-Smirnov test in the table above, it shows that the results of the normality submission produced a significance value of 0.079, which is greater than 0.05 (0.079 > 0.05), so it can be concluded that the data in this study is not normally distributed.

#### 4.2.4. Linear Regression Analysis

**Table 11. Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.304	4.667		7.565	.000
	brand image	.329	.089	.333	3.698	.000
a. Dependent Variable: purchasing decision						

Based on Table 11, the results of the t significance test produce a sig. Value of 0.000, which means it is smaller than 0.05 (sig < 0.05), so it can be concluded that the independent variable partially has a significant effect on the dependent variable. The simple regression analysis seen in the table above produces a regression direction b of 0.329 and a constant a of 35.304. Thus, the form of the relationship between the two variables can be described by the following regression equation:

$$Y = a + bX$$

$$Y = 35,304 + 329X2$$

$$a = \text{constant of } 35.304$$

$$b = \text{regression coefficient of } 0.329$$

The resulting beta coefficient (B) is +0.329, which means that the direction of the influence is positive or in the same direction. If the brand image variable (X) increases by 1, the purchasing decision variable (Y) will also increase by 0.329 plus a constant, and vice versa. Therefore, the regression coefficient of brand image (X) positively affects purchasing decisions (Y).

**Table 12. Results of the Determination Coefficient Test (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.333 <sup>a</sup>	.111	.103	1.662
a. Predictors: (Constant), brand image				

Based on the data in Table 12, it can be seen that the R<sup>2</sup> (R Square) obtained is 0.111. This states that brand image influences purchasing decisions by 11.1%, while the rest is influenced by other variables not examined in this study.

#### 4.2.5. Discussion

Based on the test results, the linear regression test explains the significant influence of the brand image variable on purchasing decisions. The results of this test indicate that every one-unit increase in the brand image variable will result in an increase of 0.329 units in purchasing decisions. The beta coefficient 0.333 explains a relatively significant change in purchasing decision activities. This provides an additional picture of the importance of brand image on purchasing decisions. The calculated t value of 3.698 is considered relatively high with a low significance level of 0.000, which explains that the influence of the independent brand image variable on the dependent variable, namely purchasing decisions, is very significant. The high t value illustrates the strength of the regression model in explaining the existing influence. The results of the analysis, which display the coefficient of determination, show that the R value reaches 0.333. This value significantly and strongly influences brand image and purchasing decisions. The R-squared value of 0.111 explains the influence of the brand image variable on purchasing decisions by 11.1%. The tests' results on the influence of brand image on purchasing decisions for Le Minerale Packaged Drinking Water (AMDK) have shown substantial and convincing evidence. These results also confirm the importance of brand image in purchasing decision activities. Brand image can be a strong consideration when making purchasing decisions. This is viewed from a psychological perspective for adolescents because adolescents who have their income or earnings are more susceptible to psychological influences, especially in the form of purchasing decisions. They can process more complex information and make more rational decisions.

This study aligns with research conducted by Yosepha (2025), which explains the significant influence of brand image on purchasing decisions. (Yosepha, 2025). Savitri et al. (2022) also explain that the purchasing decision will increase if the brand image increases. Brand image can mediate the influence of purchasing decisions on consumers (Savitri et al., 2022). Park, Jaworski, and Malnnis (1986) define brand image as the impression consumers have of a brand, which is formed because of the experiences and information received by consumers and the emotional associations associated with the brand. Forming a brand image begins with receiving information from various sources, viewed from a psychological perspective, which forms a theory of perception about product brands, such as the AMDK brand Le Minerale. Consumers learn about the Le Minerale brand by managing information and comparing it with previous experiences. Viewed from a psychological perspective, this stage forms a learning theory because of the learning process carried out by consumers towards the Le Minerale brand. Companies will get an increase in consumer interest in purchasing decisions if the product's brand image is directly proportional to consumer knowledge (Tan et al., 2022).

Le Minerale gives an impression based on information and experience; this impression can influence purchasing decisions. This is related to motivation theory; consumers are motivated to make purchasing decisions for Le Minerale products based on the impressions that have been formed. Le Minerale provides information that consumers receive through advertising, promotions, and recommendations from others. Brand image can increase purchasing decisions in terms of trust that the company has a high reputation for integrity, such as satisfaction, loyalty, and the possibility of consumers recommending products to others (Lestari et al., 2025). The existence of emotional associations in brand image is explained through the theory of emotion, which states that emotion is an affective response to a stimulus. Stimulus in the context of

emotional association can be a brand, product, or advertisement. Through exploring various dimensions, including the influence of emotions, the role of social media, and the significance of brand identity, several key implications have emerged, both from theoretical and managerial perspectives (Bungatang et al., 2024). The process of forming emotional associations in the brand image of Le Minerale branded bottled drinking water begins with consumers perceiving brands, products, and advertisements and evaluating them based on experience and information. The occurrence of emotional responses such as happiness, satisfaction, or displeasure after the evaluation process creates an emotional association process so that the brand can increase the same emotions in the future.

The theory of social psychology, explained by Heider (1958), explains that individuals tend to associate something with the expected results. In this case, teenagers in Surakarta City, especially consumers of Le Minerale AMDK products, associate it with a healthy and modern lifestyle, which is the main factor in purchasing decisions. Kotler and Keller (2009) explain that purchasing decisions consist of five stages: first, problem recognition, where individuals know the need for drinking water, with promotions, reviews, or positive reviews on social and print media. This further increases awareness of the importance of drinking water, especially quality and practical drinking water such as Packaged Drinking Water (AMDK). Second, in an information search, each individual must find out the product that will be used, just as consumers seek information through recommendations from friends, personal experiences, or advertisements.

Alternative evaluation, at this stage, individuals compare Le Minerale AMDK products with similar products. The attributes influencing the evaluation process are quality, price, packaging, and taste. This involves a cognitive process where there is an assessment of the attributes of a brand. Fourth is decision-making, which is the tendency to choose AMDK products based on the perception formed in the minds of each individual, such as a positive perception of the brand. Finally, post-purchase behavior, the individual's satisfaction and dissatisfaction with Le Minerale AMDK products, determines purchasing decision activities in the future. Maslow's Hierarchy of Needs Theory (1943) explains two urgent dynamics of relevant purchasing decisions: physiological and esteem needs (social recognition). Every individual needs physiological needs, such as drinking water, as a basic need for survival. Le Minerale AMDK products can meet these physiological needs by offering high-quality water. As for esteem needs, individuals tend to consume products with a positive and well-known brand image, such as Le Minerale AMDK products, which can increase social status and pride in the minds of every consumer. This is because products that already have a brand image are often associated with good quality and a healthy lifestyle image that influences purchasing decision preferences.

The psychological factors influencing decision making are motivation, perception, attitude, and learning. Individuals are motivated by always needing to live a healthy and modern lifestyle. The positive perception of Le Minerale AMDK products through advertising and promotion also creates a positive attitude. A positive attitude formed by previous experiences and public views creates a sense of satisfaction in individuals. Le Minerale tends to gain extraordinary knowledge and an accurate understanding of consumer expectations and needs. Therefore, whatever consumer expectations and corporate branding match, this will lead to a closer relationship (Abriyanto et al., 2025).

## V. Conclusion

Based on the results of calculations and data analysis that have been carried out, it is explained that brand image has a positive and significant effect on purchasing decisions for Le Minerale brand bottled drinking water. Increasing brand image will directly affect purchasing decisions for Le Minerale bottled drinking water products, especially for teenagers in Surakarta City, viewed psychologically. This study emphasizes that brand image is crucial in influencing individual purchasing decisions. In the case of Le Minerale bottled drinking water products, a strong brand image not only meets physiological and psychological needs but also provides added value in the form of social recognition needs. This relationship can strengthen the relationship between consumers and brands or product images. However, this study has many limitations; further researchers are expected to develop and refine it by using other variables influencing

purchasing decisions, such as promotion, lifestyle, price, product quality, personal preferences, and social influences.

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