

The Effect of Brand Trust and Promotion on Consumers' Purchase Decisions for AQUA Bottled Drinking Water in Klaten

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ABSTRACT

Keywords:

Brand Trust,
Promotion,
Purchase Decision,
Bottled Drinking Water,
AQUA.

Abstract: Increasingly intense competition in the bottled drinking water industry compels companies to boost consumer trust and strengthen promotional strategies to sustain sales. This study aims to analyze the impact of brand trust and promotion on purchasing decisions for AQUA bottled drinking water in Klaten. A quantitative approach was employed involving 96 respondents, and the data were analyzed using multiple linear regression. The results indicate that brand trust and promotion have a positive and significant effect on purchasing decisions. These two variables account for 42.8% of the variation in purchasing decisions, while the remaining 57.2% is influenced by factors outside the scope of this study. Therefore, the company needs to maintain product quality, enhance consumer trust, and implement more effective promotional strategies to remain competitive in the bottled drinking water industry.

Kata Kunci:

Kepercayaan terhadap Merek,
Promosi,
Keputusan Pembelian,
Air Minum Kemasan,
AQUA

Abstrak: Persaingan yang semakin ketat di industri air minum kemasan memaksa perusahaan untuk meningkatkan kepercayaan konsumen dan memperkuat strategi promosi guna mempertahankan penjualan. Penelitian ini bertujuan untuk menganalisis dampak kepercayaan terhadap merek dan promosi terhadap keputusan pembelian air minum kemasan AQUA di Klaten. Pendekatan kuantitatif digunakan dengan melibatkan 96 responden, dan data dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa kepercayaan terhadap merek dan promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Kedua variabel tersebut menjelaskan 42,8% variasi dalam keputusan pembelian, sedangkan 57,2% sisanya dipengaruhi oleh faktor-faktor di luar cakupan penelitian ini. Oleh karena itu, perusahaan perlu menjaga kualitas produk, meningkatkan kepercayaan konsumen, dan menerapkan strategi promosi yang lebih efektif agar tetap kompetitif di industri air minum kemasan.

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A. INTRODUCTION

The availability of safe and hygienic drinking water is essential for maintaining public health. Changes in consumer lifestyles toward greater convenience have increased the consumption of bottled drinking water, resulting in the rapid growth and intensified competition within Indonesia's bottled drinking water industry. One of the most well-known brands is AQUA, which has long been recognized as the pioneer of bottled drinking water in Indonesia.

However, the increasing competition in the bottled drinking water industry has encouraged various brands, such as Le Minerale, Cleo, and Ades, to strengthen their market positions through product innovation and promotional strategies. This competition provides consumers with a wider range of product choices, as reflected in the Top Brand Index (TBI) data for the bottled drinking water category presented below

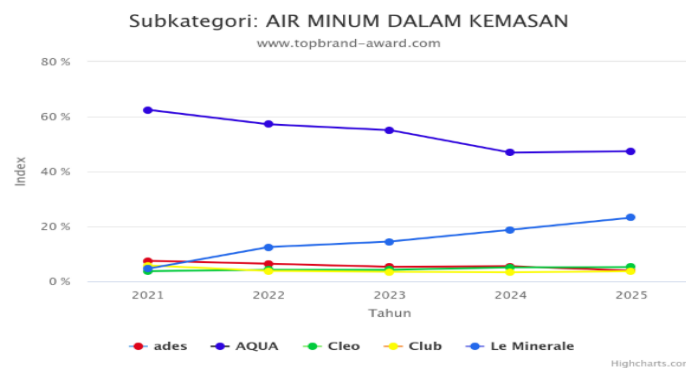


Figure 1 Top Brand Index Graph

Source:(Award, 2025)

Based on the Top Brand Index (TBI) data, AQUA's index declined from 62.50% in 2021 to 46.90% in 2024, although it slightly increased to 47.40% in 2025. Meanwhile, Le Minerale's index increased from 7.50% in 2021 to 23.20% in 2025. These findings indicate a shift in consumer preferences, which may be influenced by consumers' trust in a brand and the effectiveness of the company's marketing strategies.

Klaten is one of the regions with abundant water resources and serves as one of AQUA's production locations. This condition may support the development of consumer trust in the product. However, the increasing number of competing brands provides consumers with more product choices, making it important to identify the factors influencing consumers' purchase decisions for AQUA bottled drinking water in Klaten.

A purchase decision is the process in which consumers choose and buy a product (Ragatirta & Tiningrum, 2020). Factors that may influence purchase decisions include brand trust and promotion. Brand trust reflects consumers' confidence in the quality, reliability, and ability of a brand to meet their expectations (Kartomo, 2024). Strong brand trust can increase consumers' confidence in choosing a product. In addition, promotion plays an important role in delivering information, building positive perceptions, and attracting consumers to make a purchase (Marlius & Jovanka, 2023).

Previous research shows conflicting results about whether brand trust and promotion influence purchase decisions. While Triana & Hegiarto, (2025) found that brand trust significantly affects purchases Kusumastuti et al., (2022) reached different conclusions. Similarly, Fiali et al., (2024) confirmed that promotion impacts purchase decisions, but Praditya, (2023) found no significant effect. This study explores the influence of brand trust and promotion on purchasing decisions for AQUA bottled water in Klaten through a quantitative approach.

B. METHOD

This study used a quantitative explanatory design with a cross-sectional approach to examine the effects of brand trust and promotion on purchasing decisions for AQUA bottled water in Klaten. The population comprised consumers who had purchased or consumed AQUA bottled water in Klaten. A total of 96 respondents were selected through purposive sampling based on the Lemeshow formula. Data were collected using a Google Forms questionnaire with a five-point Likert scale and analyzed using SPSS version 25 (Sugiyono, 2017).

C. RESULTS AND DISCUSSION

1. Respondent Characteristic

A total of 96 respondents participated in this study.

Table 1. Respondent Characteristics

Respondent Characteristic	Category	Frekuensi	Presentase
Gender	Man	31	32,3%
	Women	65	67,7%
	TOTAL	96	100%
Age	17-20 years	18	18,8%
	21-25 years	67	69,8%
	26-30 years	8	8,3%
	31-35 years	3	3,1%
	TOTAL	96	100%
Education	High School	59	61,5%
	Associate's Degree	5	5,2%
	Bachelor's Degree	29	30,2%
	Master's Degree	3	3,1%
	TOTAL	96	100%

Source: Processed primary data, 2026.

Table 1 reveals that most respondents were young women (67.7%), aged 21–25 years (69.8%), with a high school education (61.5%). These results show that AQUA bottled water consumers in Klaten were predominantly young adult women with high school educational background.

2. Quantitative Analysis

a. Validity Test

Table 2. Validity Test Results

Variable	Item Statement	Calculated R	Table R	Notes
<i>BRAND TRUST</i>	X1.1	,779	0,2006	Valid
	X1.2	,747	0,2006	Valid
	X1.3	,844	0,2006	Valid
	X1.4	,786	0,2006	Valid
	X1.5	,781	0,2006	Valid
PROMOTION	X2.1	,639	0,2006	Valid
	X2.2	,822	0,2006	Valid
	X2.3	,836	0,2006	Valid
	X2.4	,658	0,2006	Valid
	X2.5	,669	0,2006	Valid
PURCHASE DECISION	Y.1	,761	0,2006	Valid
	Y.2	,715	0,2006	Valid
	Y.3	,828	0,2006	Valid
	Y.4	,791	0,2006	Valid
	Y.5	,763	0,2006	Valid

Source: Processed primary data, 2026.

Validity testing is conducted to assess whether the research instrument accurately measures the variables being studied. An instrument is considered valid when the calculated r-value exceeds the r-table value.

b. Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard Reliability	Result
<i>Brand Trust</i>	0,847	0,60	Reliabel
Promotion	0,767	0,60	Reliabel

Buying decision	0,827	0,60	Reliabel
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Source: Processed primary data, 2026.

As shown in Table 3, all variables have Cronbach's Alpha values above 0.60, indicating that they are reliable and appropriate for use in this study.

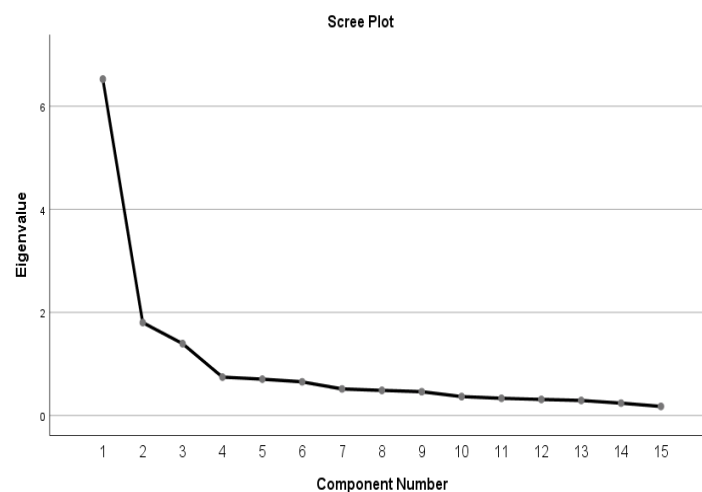
c. Factor Analysis

Table 4. Factor Analysis Test Results

KMO and Bartlett's		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869
Bartlett's Test of Sphericity	Approx. Chi-Square	723.546
	df	105
	Sig.	.000

Source: Processed primary data, 2026.

Based on Figure 2, the KMO value of 0.869 (> 0.50) and the Bartlett's Test significance of 0.000 (< 0.05) indicate that the data are suitable for factor analysis.

**Figure 3.** Scree Plot Test Results

Source: Processed primary data, 2026.

The scree plot in Figure 3 shows that eigenvalues decline until the third component and then flatten, indicating three main factors. This is consistent with the Kaiser criterion (eigenvalue > 1), confirming that the extracted factors represent the three research constructs: brand trust, promotion, and purchase decision.

d. Normality Test

Table 5. Normality Test Results

One-Sample Kolmogrov-Smirnov Test			
		Unstandardized Residual	
N			
Normal Parameters ^{a,b}	Mean		
	Std. Deviation		
Most Extreme Differences	Absolute		
	Positive		
	Negative		
Test Statistic			
Asymp. Sig. (2-tailed)			
Monte Carlo Sig. (2-tailed)	Sig.		
	99% Confidence Interval	Lower Bound	.137
		Upper Bound	.155

a. Test distribution is Normal.

- b. Calculated from data.
 - c. Lillefors Significance Correction.
 - d. Based on 10000 sampled tables with starting sees 2000000.
- Source: Processed primary data, 2026.

As shown in Figure 4, the One-Sample Kolmogorov–Smirnov test produced a Monte Carlo Sig. (2-tailed) value of 0.146 (> 0.05), indicating that the data are normally distributed and meet the normality assumption for regression analysis.

e. Multicollinearity Test

Table 6. Multicollinearity Test Results

Model	Tolerance	VIF
BRAND TRUST	,621	1,611
PROMOTION	,621	1,611

Source: Processed primary data, 2026.

Based on Table 4 all independent variables have Tolerance > 0.10 and VIF < 10 values; therefore, the regression model is considered free from multicollinearity.

f. Heteroscedasticity Test

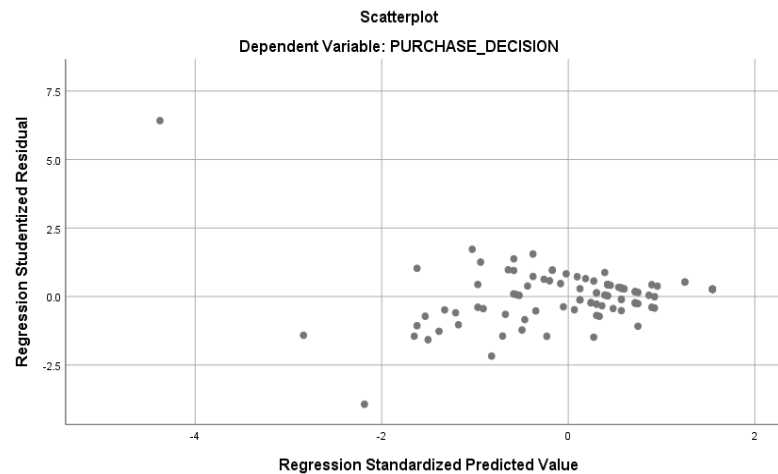


Figure 5. Heteroscedasticity Test Results

Source: Processed primary data, 2026.

Figure 5 shows randomly scattered data points with no clear pattern, indicating that the regression model is free from heteroscedasticity.

g. Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.843	1.718		3.983	.000
	BRAND_TRUST	.384	.100	.378	3.840	.000
	PROMOTION	.318	.087	.359	3.646	.000

Source: Processed primary data, 2026.

The regression equation shows that:

1. The constant (α) is 6.843, meaning when Brand Trust and Promotion are zero, the base value of Purchase Decision is 6.843.

2. The Brand Trust coefficient (β_1) is 0.382, indicating that each unit increase in Brand Trust increases Purchase Decision by 0.382, holding Promotion constant.
3. The Promotion coefficient (β_2) is 0.318, indicating that each unit increase in Promotion increases Purchase Decision by 0.318, holding Brand Trust constant.

h. Partial t-Test

Table 8. Results of Partial t-Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.843	1.718		3.983	.000
	BRAND_TRUST	.382	.100	.378	3.840	.000
	PROMOTION	.318	.087	.359	3.646	.000

a. Dependent Variable: PURCHASE_DECISION

Source: Processed primary data, 2026.

Based on Figure 7, the partial test results show that Brand Trust and Promotion each have a positive and significant effect on Purchase Decision, with significance values of 0.000 (< 0.05). Therefore, H_1 and H_2 are supported.

i. Simultaneous F-Test

Table 9. Results of F-Test

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.843	1.718		3.983	.000
	Residual	.382	.100	.378	3.840	.000
	Total	.318	.087	.359	3.646	.000

a. Dependent Variable: PURCHASE_DECISION

b. Predictors: (Constant), PROMOTION, BRAND_TRUST

Source: Processed primary data, 2026.

Based on Figure 8, the simultaneous test results show that the calculated F-value (36.497) exceeds the F-table value (3.94), with a significance value of 0.000. This indicates that brand trust and promotion jointly have a significant effect on purchasing decisions.

j. Coefficient of Determination Test (R^2)

Table 10. Results of Coefficient of Determination Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.663 ^a	.440	.428	2.453	

a. Predictors: (Constant), PROMOTION, BRAND_TRUST

b. Dependent Variable: PURCHASE_DECISION

Source: Processed primary data, 2026.

The Adjusted R-squared value of 0.428 indicates that Brand Trust and Promotion explain 42.8% of the variation in purchasing decisions, while the remaining 57.2% is attributed to other factors outside the research model.

3. The Effect of Brand Trust (X_1) on Purchase Decision (Y)

Consumer trust in the AQUA brand has a significant positive influence on purchasing decisions. The higher the level of consumer trust in AQUA, the greater the likelihood of purchasing the product. AQUA's positive reputation and public image foster consumer confidence in the product's quality and reliability, thereby encouraging purchases. Research data indicates that the level of consumer

trust in AQUA falls into the high category. These findings align with the study by Harifin & Paramita, (2024), which also found that brand trust plays a crucial role in influencing purchasing decisions.

4. The Effect of Promotion (X2) on Purchase Decision (Y)

AQUA's promotional activities have a positive and significant impact on consumer purchasing decisions. The more effective the promotional strategy implemented by the company, the stronger the consumer's inclination to purchase AQUA products. Through advertisements and the communication of product information that is both engaging and easy to understand, AQUA has successfully heightened consumer attention and understanding regarding its products. This is evidenced by data analysis showing that AQUA's promotions are effective in capturing consumer attention and influencing their purchasing decision-making process. These findings align with research by Susanti & Rohima, (2023), which confirms that promotion has a significant influence on purchasing decisions.

D. CONCLUSIONS AND SUGGESTIONS

This study confirms that brand trust and promotion positively and significantly influence consumers' purchasing decisions for AQUA bottled water in Klaten. Brand trust increases consumer confidence in the product, while effective promotions encourage greater purchase interest.

These findings suggest that AQUA should continue to maintain product quality, strengthen consumer trust, and implement more effective promotional strategies to remain competitive. Future studies are recommended to include additional variables, such as price, product quality, brand image, and customer satisfaction, as well as expand the research to different regions or consumer groups to gain a broader understanding of purchasing decisions.

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