

The Influence of Brand Image and Product Innovation on Le Minerale Purchase Decisions in Surakarta

Mita Sendri Septya Ardhita¹, Esti Dwi Rahmawati², Triana³

¹²³Management, Universitas Duta Bangsa Surakarta

¹mtaardht@gmail.com

ABSTRACT

Keywords:

Brand Image,
Product Innovation,
Purchasing Decision,
Le Minerale.

Abstract: The accelerated escalation of competition within the bottled water sector necessitates that enterprises adopt efficacious marketing methodologies. This involves reinforcing brand perception and consistently enhancing product inventiveness to shape consumer acquisition tendencies. This present investigation scrutinizes the ramifications of brand image and product innovation on the purchasing choices of consumers concerning Le Minerale offerings in Surakarta City, Indonesia. The research employed a quantitative methodology characterized by an associative research design. Purposive sampling yielded 96 respondents who had previously purchased Le Minerale goods. Primary data were collected via surveys and analysed using multiple linear regression using IBM SPSS Statistics 27. Brand image positively impacts purchasing decisions ($p < 0.001$), but product innovation has no significant impact ($p = 0.138$). Furthermore, the simultaneous test shows that both brand image and product innovation have a significant impact on purchasing decisions ($p < 0.001$). The adjusted coefficient of determination (Adjusted R^2) of 0.386 indicates that the two independent variables account for 38.6% of the variation in purchase decisions, while the remaining 61.4% is due to factors beyond the scope of this study. These findings demonstrate that a strong brand image is more significant than product innovation in persuading people to buy Le Minerale products. As a result, bottled water firms are pushed to prioritise brand image development while ensuring that product developments meet customer wants and market expectations.

Kata Kunci:

Citra Merek,
Inovasi Produk,
Keputusan Pembelian,
Le Minerale.

Abstrak: Meningkatnya persaingan yang semakin pesat di sektor air minum kemasan mengharuskan perusahaan menerapkan metodologi pemasaran yang efektif. Hal ini mencakup penguatan persepsi merek dan peningkatan inovasi produk secara konsisten untuk membentuk kecenderungan pembelian konsumen. Penelitian ini mengkaji dampak citra merek dan inovasi produk terhadap pilihan pembelian konsumen terkait produk Le Minerale di Kota Surakarta, Indonesia. Penelitian ini menggunakan metodologi kuantitatif dengan desain penelitian asosiatif. Pengambilan sampel purposif menghasilkan 96 responden yang sebelumnya pernah membeli produk Le Minerale. Data primer dikumpulkan melalui survei dan dianalisis menggunakan regresi linier berganda dengan IBM SPSS Statistics 27. Citra merek berdampak positif terhadap keputusan pembelian ($p < 0,001$), sedangkan inovasi produk tidak memiliki dampak yang signifikan ($p = 0,138$). Selain itu, uji simultan menunjukkan bahwa baik citra merek maupun inovasi produk memiliki pengaruh yang signifikan terhadap keputusan pembelian ($p < 0,001$). Koefisien determinasi yang disesuaikan (Adjusted R^2) sebesar 0,386 menunjukkan bahwa kedua variabel independen tersebut menjelaskan 38,6% variasi dalam keputusan pembelian, sedangkan 61,4% sisanya disebabkan oleh faktor-faktor di luar cakupan penelitian ini. Temuan ini menunjukkan bahwa citra merek yang kuat lebih signifikan daripada inovasi produk dalam meyakinkan orang untuk membeli produk Le Minerale. Akibatnya, perusahaan air minum kemasan terpaksa memprioritaskan pengembangan citra merek sambil memastikan bahwa pengembangan produk memenuhi keinginan pelanggan dan harapan pasar.

Article History:

Received : 01-09-2026

Accepted : 30-10-2026



This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

A. INTRODUCTION

The bottled drinking water (BDW) industry in Indonesia has become increasingly competitive as more companies offer products with diverse quality, packaging, and product characteristics. This competitive environment encourages companies to develop effective marketing strategies that can attract consumers and influence their purchasing decisions. In addition to maintaining product quality, companies are also required to build a strong brand image and continuously introduce product innovations to remain competitive in the market.

Purchasing decisions relate to the process by which consumers weigh several options before deciding to buy a specific product. A variety of factors influence consumer purchase decisions, including brand image and product innovation. A positive brand image boosts consumer trust and confidence, which increases the likelihood of product selection over competing brands Sindarto & Ellitan (2022). Meanwhile, product innovation enables companies to create additional value through improvements in product quality, design, packaging, and technology to meet evolving consumer needs (Zebua et al., 2024).

Le Minerale has emerged as one of the fastest-growing bottled drinking water brands in Indonesia despite entering the market later than several well-established competitors. Its strong market growth and continuous efforts to strengthen its brand image and introduce product innovations make it an appropriate context for examining consumer purchasing decisions. The company has introduced various innovations, including tamper-proof bottle seals, recognizable packaging designs, and continuous improvements in product quality. These efforts are expected to influence consumers' perceptions and purchasing decisions, particularly in Surakarta, where bottled drinking water consumption continues to increase.

Previous research has yielded contradictory results regarding the impact of brand image and product innovation on purchasing decisions. (Samudra & Juanda, 2024) discovered that brand image had a favourable and significant impact on purchase decisions, but (Gerson et al., 2023) found no significant association. Similarly, (Zebua et al., 2024) concluded that product innovation positively influences purchasing decisions, whereas (Putri & Ernawati, 2022) stated that product innovation has no significant influence. These contradictory findings point to a research gap that deserves more exploration, particularly in the context of bottled drinking water products in Indonesia. Despite these findings, few research have looked particularly at the combined impact of brand image and product innovation on purchasing decisions among Le Minerale customers in Surakarta.

In addition a result, the purpose of this research is to look at how brand image and product innovation affect consumers' purchase decisions for Le Minerale products in Surakarta. The findings are likely to contribute to the marketing literature by giving empirical information on the factors that influence purchasing decisions and practical insights for bottled water firms in building effective marketing strategies.

B. METHOD

1. Research Design

This study used a quantitative approach and an associative research design to investigate the impact of brand image and product innovation on purchasing decisions for Le Minerale goods in Surakarta, Indonesia. Consumer behavior theory was proposed by (Kotler et al., 2022) served as the theoretical foundation of this study, explaining that consumers' purchasing decisions are influenced by various internal and external factors, including marketing strategies that shape consumers' perceptions and preferences toward a product. The target population consisted of consumers who had previously purchased and consumed Le Minerale products in Surakarta. A purposive sampling technique was applied to select respondents based on the following criteria: (1) at least 17 years old, (2) residing in Surakarta, and (3) having purchased and consumed Le Minerale products. Based on these criteria, a total of 96 respondents participated in this study.

2. Data Collection

Primary data were acquired via a structured questionnaire delivered online via Google Forms. The questionnaire contained statements aimed to assess respondents' perceptions of the

research variables. All questionnaire items were scored on a four-point Likert scale, from 1 (strongly disagree) to 4 (strongly agree). The collected responses were used as the primary data for future statistical analysis.

3. Research Variables

This study used two independent variables and a single dependent variable. Brand Image (X_1) refers to consumers' perceptions and associations with a brand based on their experiences and knowledge. According to Khansa and Sigit (2024), brand image represents consumers' overall perception of a brand based on associations stored in their memory. In this study, brand image was measured using indicators of brand association strength, brand uniqueness, brand superiority, and brand trust adapted from (Panjaitan & Fitriyah, 2023). Product Innovation (X_2) refers to the company's ability to develop new products or improve existing products to create greater value for consumers. According to A. (Putri & Mugiono, 2022), product innovation reflects a company's capability to introduce improvements in product design, quality, and features to enhance consumer appeal. In this study, product innovation was measured using indicators of product design development, product quality improvement, the addition of new features or technologies, and product uniqueness adapted from (Pramudinata & Zaini, 2023). Purchasing Decision (Y) refers to the consumer's process of selecting and purchasing a product after evaluating available alternatives. According to (Yasinta & Nainggolan, 2023), purchasing decision is the stage at which consumers determine the product that best satisfies their needs and preferences. In this study, purchasing decision was measured using indicators of purchase confidence, habitual purchasing, willingness to recommend the product, and repurchase intention adapted from (Ardiyansyah & Purnama, 2024).

4. Data Analysis

The collected data was analyzed with IBM SPSS Statistics version 27. Validity and reliability tests were used to examine instrument quality and guarantee that the questionnaire items were both valid and reliable. Prior to doing multiple linear regression analysis, conventional assumption tests such as normality, multicollinearity, and heteroscedasticity were performed. The proposed research model's explanatory power was evaluated using the coefficient of determination (Adjusted R^2), and hypotheses were tested using the t-test and F-test, respectively.

C. RESULTS AND DISCUSSION

1. Respondent Characteristics

This study included 96 respondents

Tabel 1. Respondent Characteristics

No	Characteristic	Category	Frequency	Percentage (%)
1.	Gender	Male	40	40%
		Female	56	56%
		17-20 year	9	9%
		21-25 year	61	61%
2.	Age	26-30 year	21	21%
		31-35 year	2	2%
		>35 year	3	3%
		Student	49	49%
3	Occupation	Civil Servant	7	7%
		Private	21	21%
		Employee		
		Entrepreneur	12	12%
		Others	7	7%

Table 1 shows that the majority of respondents were female (56%), aged 21-25 years (61%), and primarily students (49%). These data show that young adult customers, notably university students, have the strongest views of brand image and product innovation when making a purchase choice for Le Minerale products. These data show that young adult customers, notably university students, have the strongest views of brand image and product innovation when making a purchase choice for Le Minerale products.

2. Quantitative Analysis

This section presents the results of the quantitative and analyses performed in this study

a. Validity Test

Table 2. Validity Test Results

Variabel	Item	R Value	R table	Sig	Result
<i>Brand Image</i>	X2.1	0,726	0,2006	0,001	Valid
	X2.2	0,628	0,2006	0,001	Valid
	X2.3	0,772	0,2006	0,001	Valid
	X2.4	0,629	0,2006	0,001	Valid
<i>Product Innovation</i>	X3.1	0,646	0,2006	0,001	Valid
	X3.2	0,713	0,2006	0,001	Valid
	X3.3	0,677	0,2006	0,001	Valid
	X3.4	0,770	0,2006	0,001	Valid
<i>Purchase Decision</i>	Y.1	0,726	0,2006	0,001	Valid
	Y.2	0,753	0,2006	0,001	Valid
	Y.3	0,736	0,2006	0,001	Valid
	Y.4	0,729	0,2006	0,001	Valid

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Table 2 shows that all brand image, product innovation, and buy behavior instruments had estimated *r* values higher than the table *r* value (0.2006), with a significance threshold of 0.001 (<0.05). These findings show that all research instruments are legitimate and thus appropriate for use as research tools.

b. Reliability Test

Table 3. Reliability Test Result

No	Variabel	Cronbach's Alpha	Reliability Standard	Result
Variabel X				
1.	Brand Image	0,637	0,60	Reliable
2.	Product Innovation	0,651	0,60	Reliable
Variabel Y				
1.	Purchase Decision	0,717	0,60	Reliable

Source: Primary Data Processed Using IBM SPSS Statistics, 2026

According to Table 3, the Cronbach's alpha values for the variables brand image, product innovation, and purchase decision were 0.637, 0.651, and 0.717 correspondingly.

All of these values exceed the reliability criteria of 0.60, indicating that all variables have a high level of internal consistency and are eligible for further study.

c. Normality Test

Table 4. Normality Test Result

Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.35530890
Most Extreme Differences	Absolute	.089
	Positive	.088
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed) ^e		.056

a. Test distribution is Normal

b. Calculated from data

c. Lilliefors Significance Correction

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

According to Figure 1 the one-sample Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.056, which is greater than 0.05. These findings show that the research data is regularly distributed and so meets the assumption of normalcy.

d. Multicollinearity Test

Table 5. Multicollinearity Test Results

		Coefficients ^a						Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized	t	Sig.	Tolerance		VIF
		B	Std. Error	Beta					
1	(Constant)	4.469	1.231		3.631	<.001			
	BRAND_IMAGE	.522	.113	.508	4.609	<.001	.533		1.878
	PRODUCT_INNOVATION	.167	.111	.165	1.497	.138	.533		1.878

a. Dependent Variable: PURCHASE_DECISION

Source: Primary Data Processed Using IBM SPSS Statistics, 2026

Figure 2 shows that Brand Image (X_1) and Product Innovation (X_2) have a Tolerance value of 0.533 and a Variance Inflation Factor (VIF) of 1.878. Given that the Tolerance values surpass 0.10 and the VIF values remain less than 10, the regression model is unaffected by multicollinearity. As a result, the independent variables do not have substantial connections with one another, indicating their eligibility for the multiple linear regression model.

e. Heteroscedasticity Test

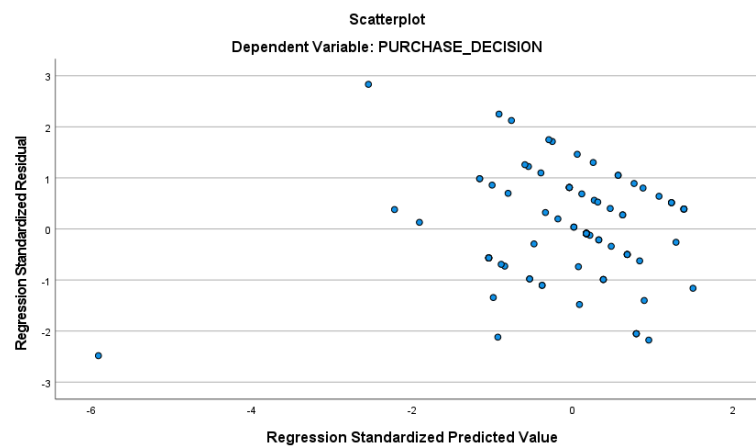


Figure 1. Heteroscedasticity Test

Source: Primary Data Processed Using IBM SPSS Statistics, 2026

Figure 3 shows that the scatterplot's dots are randomly distributed above and below zero, with no discernible pattern. These findings show that the regression model does not display heteroscedasticity and is hence appropriate for regression analysis.

f. Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Results

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	4.469	1.231		3.631	<.001
BRAND_IMAGE	.522	.113	.508	4.609	<.001
PRODUCT_INNOVATION	.167	.111	.165	1.497	.138

a. Dependent Variable: PRODUCT_DECISION

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

The constant value of 4.469 shows that the Purchase Decision score is 4.469 when Brand Image and Product Innovation remain constant. The regression coefficient for Brand Image ($B = 0.522$) shows that a one-unit increase in Brand Image raises the Purchase Decision score by 0.522, provided Product Innovation remains constant. Similarly, the regression coefficient for Product Innovation ($B = 0.167$) shows that a one-unit increase in Product Innovation raises the Purchase Decision score by 0.167, provided Brand Image remains constant. Because both regression coefficients are positive, brand image and product innovation have a favorable impact on purchase decisions. Brand Image has a substantial partial influence ($p < 0.001$), whereas Product Innovation does not ($p = 0.138$).

g. Partial Hypothesis Test (t-Test)

Table 7. Partial Hypothesis Test Results (t-Test)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	4.469	1,744		3,805	,000

BRAND_IMAGE	.522	,054	,389	4,356	,000
PRODUCT_INNOVATION	.167	,119	,390	4,368	,000

a. Dependent Variable: PRODUCT_DECISION

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

The results of the partial experiments reveal that brand image has a favorable and significant effect on purchase decisions, as shown in Figure 5. In contrast, product innovation has a t-value of 1.497 and a significance level of 0.138 (>0.05), showing that it has no meaningful impact on purchase decisions.

h. Simultaneous Hypothesis Test (F-Test)

Table 8. Simultaneous Hypothesis Test (F-Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	115.988	2	57.994	30.908	<.001 ^b
Residual	174.502	93	1.876		
Total	290.490	95			

a. Dependent Variable: PRODUCT_DECISION

b. Predictors: (Constant), PRODUCT_INNOVATION, BRAND_IMAGE

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

According to Figure 6, the computed F-value was 30.908 with a significance level of <0.001 . These findings show that both brand image and product innovation have a substantial impact on the decision to purchase Le Minerale products in Surakarta.

i. Coefficient of Determination (R^2)

Table 9. Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.399	.386	1.370

a. Predictors: (Constant), PRODUCT_INNOVATION, BRAND_IMAGE

b. Dependent Variable: PRODUCT_DECISION

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

According to Figure 6, the Adjusted R-Square value of 0.386 suggests that brand image and product innovation account for 38.6% of the variation in purchase decisions, with the remaining 61.4% being impacted by variables outside the study model.

3. The Influence of Brand Image on Purchase Decision

The results of the hypothesis test show that brand image has a favorable and significant impact on purchasing decisions. The t-value of 4.609 is higher than the t-table value of 1.661, with a significance level of <0.001 . Thus, the first hypothesis (H1) is accepted. These data suggest that a stronger brand image boosts consumers' probability to buy Le Minerale items.

A positive brand image increases consumer confidence in product quality and improves consumer preferences when compared to competing brands. Consumers choose items with a good reputation because they are viewed as more trustworthy and capable of satisfying their expectations. This data lends support to Sindarto & Ellitan (2022), argument that a positive brand image motivates consumers to make purchases. Furthermore, the findings are congruent with a study conducted by (Samudra & Juanda, 2024), which discovered that brand image has a considerable influence on buying decisions. However, these findings contradict those of (Gerson et al., 2023), who found that brand image had no significant impact on purchase decisions.

4. The Influence of Product Innovation on Purchase Decision

The hypothesis testing results indicate that product innovation has no major impact on purchasing decisions. This is demonstrated by the t-value of 1.497, which is less than the t-table value of 1.661 and has a significance level of 0.138 (>0.05). Therefore, the second hypothesis (H2) is rejected.

These findings imply that product innovation is no longer the key factor driving consumers' purchases of Le Minerale products. Although consumers believe that Le Minerale is constantly improving its product quality and packaging, these innovations are insufficient to directly influence purchasing decisions. Consumers may prioritize other variables, such as brand image, product quality, price, and availability. This finding contradicts the notion given by (Zebua et al., 2024), which claims that product innovation can improve buying decisions. However, it is consistent with the findings of Putri and Ernawati (2022), who concluded that product innovation had no substantial impact on purchase decisions.

D. CONCLUSIONS AND SUGGESTIONS

According to the findings of the study, brand image has a positive and significant impact on the purchasing decision of Le Minerale products in Surakarta City. This research suggests that a stronger brand image boosts consumer confidence and motivates them to buy the goods. In contrast, product innovation has no substantial effect on purchase decisions, demonstrating that Le Minerale's innovations have not been consumers' key consideration when making purchasing selections. Furthermore, brand image and product innovation have a big impact on buying decisions. The coefficient of determination indicates that both variables account for 38.6% of the variation in purchase decisions, with the remaining 61.4% impacted by factors beyond the scope of this study.

According to the conclusions of this study, Le Minerale is anticipated to preserve and strengthen its brand image by constant product quality, efficient marketing communication, and efforts to increase consumer trust. Although product innovation did not have a substantial impact, the company should continue to develop innovations that better satisfy consumer wants and preferences in order to increase its competitiveness in the bottled drinking water industry. Future studies are encouraged to include additional variables, such as product quality, pricing, marketing, consumer trust, or lifestyle, in order to gain a more complete knowledge of the elements that influence purchase decisions.

REFERENCES

- Ardiyansyah, N., & Purnama, S. (2024). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian. *Inisiatif: Jurnal Ekonomi, Akuntansi Dan Manajemen*, 3(2), 323–345. <https://doi.org/10.30640/inisiatif.v3i2.2374>

- Gerson, N. R., Nagita, N., Tisya, E. G., Nurjannah, N., & Mahmut, C. (2023). Pengaruh Brand Image, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Pada Kedai Mba Jus Di Kota Palopo. *Jurnal Riset Manajemen Dan Akuntansi*, 3(3), 341–357. <https://doi.org/10.55606/jurima.v3i3.3033>
- Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). *Marketing management*. Pearson Education Limited.
- Panjaitan, M., & Fitriyah, Z. (2023). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Produk Milo (Konsumen Milo Domisili Surabaya). *INOVASI: Jurnal Ilmiah Ilmu Manajemen*, 10(2), 408–416.
- Pramudinata, A., & Zaini, A. (2023). Pengaruh Inovasi Produk Dan Gaya Hidup Terhadap Keputusan Pembelian Iphone Xr Apple Pada Mahasiswa Administrasi Niaga Politeknik Negeri Malang. *Jurnal Aplikasi Bisnis*, (9).
- Putri, A., & Mugiono, M. (2022). Pengaruh Inovasi Produk, Kualitas Pelayanan, Dan Promosi Terhadap Keputusan Pembelian Produk Kopi Kenangan. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 1(2), 226–236. <https://doi.org/10.21776/jmppk.2022.01.2.11>
- Putri, N., & Ernawati, S. (2022). Analisis Pengaruh Inovasi Produk Dan Harga Terhadap Keputusan Pembelian. *Jurnal Akuntansi, Manajemen Dan Ekonomi*, 1(2), 339. <https://doi.org/10.56248/jamane.v1i2.29>
- Samudra, M. W., & Juanda, A. (2024). Exploring the impact of brand image and perceived value on purchasing decisions through buyer interest. *Jurnal Ekonomi Dan Bisnis*, 27(Oktober), 125–152. www.ejournal.uksw.edu/jeb
- Sindarto, J., & Ellitan, L. (2022). Peran Citra Merek dalam Membangun Kepuasan dan Loyalitas Konsumen: Sebuah Kajian Teoritis. *Jurnal Ilmiah Multidisiplin*, 1(10).
- Yasinta, K., & Nainggolan, R. (2023). Pengaruh Influencer Marketing Terhadap Keputusan Pembelian Somethinc Di Surabaya Dimediasi Oleh Brand Image. In *Performa: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 8, Number 6).
- Zebua, A., Pasaribu, J., & Naibaho, R. (2024). zebua et al. *Journal of Trends Economics and Accounting Research*, 4(4).