

The Effect of Brand Image and Promotion on Purchasing Decisions and Their Implications for Customer Satisfaction with Aqua Bottled Water

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Abstract :- This study tested the Effect of Brand Image And Promotion on Purchasing Decisions And Their Implications for Customer Satisfaction In Aqua Bottled Water. The data collection method was carried out by distributing questionnaires to 130 respondents using Random sampling techniques . The hypothesis presented in Brand Image And Promotion on Purchasing Decisions And Their Implications for Customer Satisfaction In Aqua Bottled Water. Data testing uses using SmartPLS 3.3.2 tests

Keywords:- Brand Image, Promotion, Purchasing Decisions and Customer Satisfaction

I. INTRODUCTION

The era of globalization and free markets bebas caused business competition to grow to be very competitive. All business stakeholders compete with each other to create products creatively and innovatively according to the wants and needs of consumers. It is intended that their company's products can be selected by the public who act as produk consumers..

Building their image of a product can be done by the presence of a form of promotional activities.. Promotion is a marketing communication that aims to inform, influence and persuade as well as remind the target customer about theproduct, company and marketing mix..

Lukman in Hartono& Wahyono, (2015) states that consumer behavior is a process and activity when a person deals with the search, selection, purchase, use, serta and evaluation of products and services to meet needs and desires..Lucas said that 2019 was a challenging year because of the tight competition in the bottled water market (AMDK) because many new players emerged. However, with the strategy implemented, in 2019 the company managed to record sales growth of 31 percent with a sales value of Rp 1.085 trillion which far exceeded the average growth target of the AMDK industry during 2019 which was only 9 percent based on data from the Association of Indonesian Bottled Water Companies (Aspadin). In this AMDK business, it is clear that the needs of healthy and quality drinking water are increasing over time, the barriers to entering the world of AMDK business are relatively easy, this is the basis of business people are very enthusiastic to enter the world of business AMDK. Drinking water is one of

the main human needs as a thirst release and this need tends to repeat itself. One of the companies engaged in AMDK is PT. Aqua Golden Mississipi, Tbk Tbk with their trademark Aqua. Aqua has committed to creating a healthy life by providing clean water to people all over Indonesia, even Aqua helps provide access to clean water to various regions in Indonesia.

Aqua from 2014 always take more than half the market share in Indonesia type of bottled drinking water with the amount of 75.9% But in 2015, 2016 and 2017 Aqua market share tends to decrease by the amount of 73.4%, 73.3%, 63.9% and 61% indicates that public satisfaction has decreased. The decrease in public satisfaction with tea drinks in Aqua brand packaging is the driving factor for conducting research on factors that affect consumer satisfaction. Therefore, it is important for the company to increase customer satisfaction with a better strategy in order to create high loyalty for customers, thus achieving even better goals as a large company.

Although it has a strong brand image, of course Aqua should not be caught off guard, proven although it still dominates the market but Aqua's market share is decreasing, recorded in 2014 Aqua has a market share of 74% and is now only 40%. The rapid business growth and strong brand awareness of Aqua brand was successfully carried out by management, in part due to the synergy of three divisions, namely the product, marketing, and sales divisions. In addition, AQUA also conducts a strategy of retaining customers, because AQUA maintains argues that the customer is the most important for the company.. Without customers or consumers, the company wouldn't be what it is today.

II. LITERATURE

a) Marketing

The market can be interpreted as a place where there is a contract between supply and demand that can occur anywhere and anytime, and is not limited by time (Rangkuti, 2009). Marketing based on several core concepts, namely: needs, wants, and requests, products or services offered, value and satisfaction, exchanges and transactions, relationships and transaksinet works, and markets (Rangkuti, 2009):

b) Brand Image

Brand is one of the important factors in marketing activities because the activities of introducing and offering products and services are inseparable from the reliable brand, and the brand must be in accordance with the components of the marketing process (Surachman, 2008). In this study, brand image was measured using several brand image indicators according to Park, Jaworski and MacInnis (1986) in (Sudaryanto et al., 2019), namely:

a. Functional Images

Product functionality can help consumers solve consumer problems, such as what consumers want.

b. Symbolic image

Brands can satisfy consumer desires such as increasing self-esteem, social status, self-recognition, and others.

c. Image of experience

Brands can satisfy the diversity of consumers so that they can provide a pleasant experience.

c) Promotion

Promotion is marketing activity that seeks to disseminate information, influence or persuade then remind the target market of the company and its products to be willing, accept, buy and be loyal to the products offered by the company (Philip Kotler & Keller, 2009). In this study, promotional variables were measured using promotional indicators according to Kotler & Keller (Sudaryanto et al., 2019) is the frequency of promotion, quality, quantity, promotion time and accuracy or suitability of promotional purposes.

a. Promotion Frequency

The frequency of promotion is the number of sales promotions conducted at once through promotional media.

b. Promotion quality

Quality promotion is a measure of how well promotions are done.

c. Quantity of promotion

The quantity of a promotion is the value or amount of a sales promotion provided by the consumer.

d. Provision or suitability of promotional purposes

Determination or suitability of promotional objectives is a necessary factor to achieve the desired target of the company.

d) Purchasing Decision

Purchasing decisions are a series of processes that start from the consumer knowing the problem, looking for information about a particular product or brand and evaluating the alternative product or brand how well each alternative can solve the problem, which then a series of processes lead to the purchase decision (Tjiptono, 2014). In this study the variable purchase decisions were measured by corresponding indicators according to Traylor

and Joseph, 1984; Mittal and Lee, 1988; O’Cass, (2000) quoted by (Sudaryanto et al., 2019) namely::

- a. Customer Engagement makes purchase decisions due to involvement in a product.
- b. Consumers make purchasing decisions because they are interested in the uniqueness and taste of the product.
- c. Recommendations from Others Consumers make purchasing decisions on a product due to recommendations from others such as family, relatives and friends

e) Customer Satisfaction

If the product has a high value for consumers, it will strengthen the consumer's interest to buy the product. This process is a product evaluation done by consumers before deciding to buy a product (Kotler, 2007). In this study variable customer satisfaction is followed by indicators used by previous penelitian research, namely (Khairunissa et al., 2017) including::

- a. General or overall *satisfaction*)
- b. Confirmation of *expectations*, i.e. the level of conformity between performance and expectations.
- c. Comparison to ideal situation, i.e. *product* performance compared to ideal products according to consumer perception.

III. CONCEPTUAL FRAMEWORK

Based on the theory that has been expressed before, then here is an image of the frame of thought in this study:

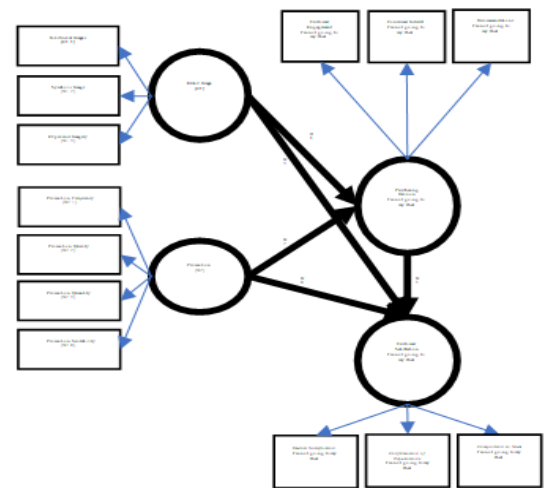


Figure 1: Conceptual Framework

IV. HYPOTHESIS

- H1: Brand Image has a significant effect on customer satisfaction in AQUA products
- H2: Promotion has a significant effect on customer satisfaction in AQUA products
- H3: Brand image has significant effect on purchasing decisions on AQUA products
- H4: Promotion has a significant effect on purchasing decisions on AQUA products
- H5: Purchasing Decisions have a significant effect on Customer Satisfaction in AQUA products

V. RESEARCH METHOD

In this research the approach used is quantitative research using quantitative methods with survey research.

a. Population and Sample

The population in this research is all consumers of aqua brand mineral water. The sample determination technique used in this study is based on *Random* sampling method.. The number of samples used in this study is 26 (indicator) x 5 (parameter) = 130 samples.

b. Data Collection Techniques

Data collection techniques used in this study are using questionnaires and documentation (Sugiyono, 2017).

c. Data Analysis Method

The data analysis method used is quantitative method by data processing using SmartPLS 3.3.2 which is used to find out the respondent's answer..The test is Descriptive Quantitative Statistical Analysis and Data Normality Test and Outlier

VI. RESULTS AND DISQUISITION

In the collection of data based on this questionnaire has an overview of 130 respondents covering the gender, age, occupation, and frequency of drinking water consumption of AQUA brand. 58% of them are men and the rest are 41.5%

The 130 respondents, 31% were aged between 26-35 years, and 25.4% were aged 18-25, and 23.1% were aged 36-45, while the remaining 20.8% were respondents aged over 46

a) Test Normality

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|-------|--------|----------|--------|
| Y1.1 | 2,000 | 5,000 | -,222 | -1,034 | -,673 | -1,566 |
| Y1.2 | 2,000 | 5,000 | -,203 | -,943 | -,907 | -2,110 |
| Y2.1 | 2,000 | 5,000 | -,156 | -,724 | -,573 | -1,333 |
| Y2.2 | 2,000 | 5,000 | -,020 | -,095 | -,559 | -1,302 |
| Y3.1 | 2,000 | 5,000 | -,169 | -,787 | -,422 | -,983 |
| Y3.2 | 2,000 | 5,000 | -,271 | -1,260 | -,278 | -,646 |
| Z3.2 | 2,000 | 5,000 | -,429 | -1,997 | -,189 | -,439 |
| Z3.1 | 2,000 | 5,000 | -,320 | -1,491 | -,351 | -,817 |
| Z2.2 | 2,000 | 5,000 | -,113 | -,526 | -,539 | -1,254 |
| Z2.1 | 2,000 | 5,000 | -,453 | -2,108 | ,039 | ,092 |
| Z1.2 | 2,000 | 5,000 | -,361 | -1,683 | -,389 | -,906 |
| Z1.1 | 2,000 | 5,000 | -,484 | -2,255 | -,087 | -,203 |
| X2.1.1 | 3,000 | 5,000 | ,090 | ,419 | -,696 | -1,621 |
| X2.1.2 | 3,000 | 5,000 | ,014 | ,066 | -,592 | -1,378 |
| X2.2.1 | 3,000 | 5,000 | -,145 | -,675 | -,613 | -1,427 |
| X2.2.2 | 3,000 | 5,000 | -,007 | -,031 | -,110 | -,257 |
| X2.3.1 | 3,000 | 5,000 | -,003 | -,012 | ,095 | ,221 |
| X2.3.2 | 3,000 | 5,000 | ,014 | ,066 | ,248 | ,578 |
| X2.4.1 | 3,000 | 5,000 | -,005 | -,022 | ,333 | ,775 |
| X2.4.2 | 3,000 | 5,000 | ,132 | ,613 | 1,308 | 3,043 |
| X1.1.1 | 2,000 | 5,000 | -,539 | -2,508 | -,452 | -1,052 |
| X1.1.2 | 2,000 | 5,000 | -,193 | -,898 | -,566 | -1,318 |
| X1.2.1 | 2,000 | 5,000 | -,476 | -2,215 | -,423 | -,986 |
| X1.2.2 | 2,000 | 5,000 | -,233 | -1,086 | -,511 | -1,189 |
| X1.3.1 | 2,000 | 5,000 | -,315 | -1,465 | -,376 | -,876 |
| X1.3.2 | 2,000 | 5,000 | -,153 | -,714 | -,699 | -1,626 |
| Multivariate | | | | | 10,256 | 1,532 |

Table 1 : Normality Test Results

In the *Maximum Likelihood Estimates* (MLE) technique used in this study is not too affected (*robust*) to abnormal data (Ghozali and Fuad, 2005) so that further analysis can still be done. In addition, the data used in this study is behavioral data and is primary data based on respondents' answers that vary influenced by respondents' opinions, making it difficult to obtain data that follows the normal distribution perfectly.

b) Evaluation of Outliers

If in this study used 26 indicator variables, all cases that have Mahalanobis Distance greater than $1^2 (26; 0.001) = 54,051$ are multivariate outliers.

| Observation number | Mahalanobis squared | p1 | p2 |
|--------------------|---------------------|------|------|
| 85 | 45,133 | ,011 | ,774 |
| 38 | 45,074 | ,012 | ,444 |
| 35 | 42,068 | ,024 | ,610 |
| 121 | 41,781 | ,026 | ,434 |
| 63 | 40,402 | ,036 | ,494 |
| 114 | 40,002 | ,039 | ,396 |

Table 2 : Results of Mahalanobis Distance Evaluation

c) SEM Result Analysis

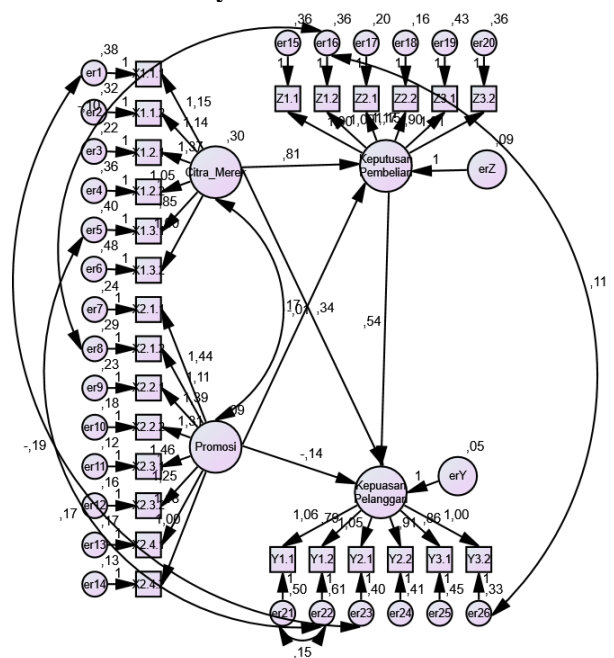


Figure 2 :SEM Structural Model output

d) Validity and Reliability Test

After validity testing, the reliability test then states that if the instrument is used several times to measure the same object will produce the same data. The results can be seen in the following table:

| Construct | Items | Loadings | Average Variance Extracted (AVE) | Composite Reliability |
|----------------------------------|--------|----------|----------------------------------|-----------------------|
| Brand Image (X1) | X1.1.1 | 0,711 | 0,853 | 0,855 |
| | X1.1.2 | 0,739 | | |
| | X1.2.1 | 0,845 | | |
| | X1.2.2 | 0,689 | | |
| | X1.3.1 | 0,595 | | |
| Promotion (X2) | X1.3.2 | 0,618 | 0,867 | 0,865 |
| | X2.1.1 | 0,673 | | |
| | X2.1.2 | 0,535 | | |
| | X2.2.1 | 0,669 | | |
| | X2.2.2 | 0,687 | | |
| Purchase Decision (Z) | X2.3.1 | 0,787 | 0,865 | 0,857 |
| | X2.3.2 | 0,694 | | |
| | X2.4.1 | 0,659 | | |
| | X2.4.2 | 0,642 | | |
| | Z1.2 | 0,671 | | |
| Customer satisfaction (Y) | Z1.1 | 0,701 | 0,765 | 0,759 |
| | Z2.2 | 0,811 | | |
| | Z2.1 | 0,843 | | |
| | Z3.2 | 0,595 | | |
| | Z3.1 | 0,673 | | |
| | Y1.1 | 0,610 | 0,765 | 0,759 |
| | Y1.2 | 0,500 | | |
| | Y2.1 | 0,646 | | |
| | Y2.2 | 0,588 | | |
| | Y3.1 | 0,543 | | |
| | Y3.2 | 0,666 | | |

Table 3 : Validity Test Results

The results of factor analysis, for brand image items, and promotion of purchasing decisions and their impact on customer satisfaction, all items have good validity. Dapat concluded also that in general all research variables are declared reliable because they have a Composite Reliability value > 0.60.

e) Assumption Model

| Goodness-of-fit Indices | Cut-off Value | Hasil | Evaluasi Model |
|-------------------------|---------------|---------|----------------|
| Chi-Square (χ^2) | $\leq 328,58$ | 415,546 | Non Good Fit |
| Degrees of freedom | Positif | 288 | Good Fit |
| Probability level (p) | $\geq 0,05$ | 0,000 | Good Fit |
| CMIN/DF | $\leq 2,0$ | 1,443 | Good Fit |
| TLI | $\geq 0,90$ | 0,905 | Good Fit |
| CFI | $\geq 0,90$ | 0,916 | Good Fit |
| RMSEA | $\geq 0,08$ | 0,059 | Good Fit |

Table 4 ;Goodness-of-Fit Model Results

In this test the value of 122 resulted in a significance of less than ≤ 328.58 , of which Chi Square for df 288; The Sig level of 5% = 328.58 with a value of 415,546 indicates that the proposed research model is fulfilled. CMIN/DF, and RMSEA values in this research model showed a good level of conformity, while TLI and CFI values showed a good level of conformity according to the expected value.

f) Hypothesis Test

| | Estimate | S.E. | C.r. | Q |
|------------------------------------------------------|----------|-------|-------|-------|
| Purchasing Decisions <-- - Brands_Image | 0,810 | 0,140 | 5,790 | 0,000 |
| Purchasing Decisions <-- - Promotion | 0,168 | 0,126 | 1,334 | 0,182 |
| Customer_Satisfaction <-- -- Purchasing Decisions | 0,541 | 0,161 | 3,350 | 0,000 |
| Customer_Satisfaction <-- -- Brands_Image | 0,339 | 0,149 | 2,281 | 0,023 |

| | Estimate | S.E. | C.r. | Q |
|-------------------------------------------|----------|-------|--------|-------|
| Customer_Satisfaction <-- -- Promotion | -0,137 | 0,120 | -1,139 | 0,255 |

Table 5 : Track Coefficient Analysis Results

Based on the table above can be seen that the column C.R. (*Critical Ratio*) shows not all variables have a value above 1.96, variables that show the value of C.R. above 1.96 namely, Brand Image (X1) to the purchasing decision (Z), and purchasing decision (Z) to Customer Satisfaction (Y) has a good influence. In the table above can be explained as follows:

- a) Brand image affects purchasing or choosing decisions because *critical ratio* value has a value > 1.96 which is *critical ratio* of 5,790.
- b) Promotion has no effect on purchasing or choosing decisions because *critical ratio* has a value of < 1.96 with a *Critical Ratio* of 1,334.
- c) Brand image affects customer satisfaction or choose because *Critical Ratio value* has a value > 1.96 that is with *Critical Ratio value* of 2,281..
- d) Promotion has no effect on customer satisfaction or choosing because *critical ratio* has a value of < 1.96 which is with *Critical Ratio value* of -1,139.
- e) Purchasing decisions affect customer satisfaction or choosing because *critical ratio* has a value of > 1.96 with a *Critical Ratio* of 3,350..

f) R Square

That the *value of Square Multiple Correlations* purchase decision is 0.675 and customer satisfaction is 0.807, so it can be concluded that the purchase decision is 67.5% and customer satisfaction is 80.7%.

VII. DISCUSSION

Based on the summary above can be described as follows:

- 1. Brand Image has a significant influence on customer satisfaction in AQUA products

This study tested the influence of brand image on the satisfaction of purchasing AQUA brand bottled water. The results of the analysis obtained a probability value of 0.000 which shows that the brand image proved to have a significant positive effect on the satisfaction felt by consumers when consuming aqua brand mineral water products. The positive coefficient direction shows that the increasing image of a product brand affects the higher the level of customer satisfaction. Image to brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase (Evelina et al., 2012).

A brand that can already provide satisfaction to its customers, then consumers will usually *do positive words of mouth* to others related to the brand on the products it has purchased (Yana, 2015). Therefore, many companies deliberately give satisfaction to the brand, in order to increase profits or profits for the company. Thus, the formation of a brand on the product is indispensable, since it

is a decision of attitude or behavior in the consumer. So a positive brand image will cause satisfaction in its customers

The results of this research can occur because the brand image of a product is one of the factors that determine a customer's satisfaction when consuming aqua brand mineral water. The results of this study are in accordance with previous research conducted by Yana, et al (2015) in the results showed that brand image variables have a positive and significant effect on customer satisfaction. The results of Dianah and Welsa research (2017) also showed that brand image has a positive and significant effect on consumer satisfaction. Hartono & Wahyono (2015) also revealed that brand image has a direct effect on consumer satisfaction.

2. Promotion has a significant effect on customer satisfaction in AQUA products

This study tested the effect of promotion on the satisfaction of purchasing AQUA brand bottled water. The result of the analysis obtained a probability value of 0.225 which shows that the promotion has not proven to have a significant effect on the satisfaction felt by consumers when consuming aqua brand mineral water products. This shows that the promotional activities carried out by the company do not have a considerable impact on consumer satisfaction of AQUA brand mineral water. AQUA brand mineral water in this case already has a place in the minds of its customers, although without any promotional activities, AQUA mineral water has been trusted by its customers.

Khan et al., (2012) describes promotion as a different form of activity to attract and get the attention of customers to buy products or services through personal selling, public relations, sales promotions and advertising. The main purpose of the promotion is to inform, influence and persuade, as well as remind the target customer about the company and its marketing mix (Sipakoly, 2019). These promotions often cost a lot, but many consider that the effect is very large on consumer decisions.

The results of this research can occur because the promotion carried out by the company is not one of the factors that determine a customer's satisfaction when consuming aqua brand mineral water. The results of this study are not in line with Rahman and Sitio's research (2019) there is a promotional influence on customer satisfaction.

3. Brand image has a significant influence on purchasing decisions on AQUA products

This study tested the influence of brand image on the decision to purchase AQUA brand mineral water. The results of the analysis obtained a probability value of 0.000 which shows that the brand image proved to have a significant positive effect on the decisions taken by consumers when purchasing aqua brand mineral water products. The positive coefficient direction shows that the increasing brand image has an effect on the higher level of consumer purchasing decisions.

Every consumer thinks about a brand abstractly in their thinking, even when they think about it, they don't come face to face with the product. Thus, consumer decisions are strongly influenced by people's decisions towards certain brands. Furthermore, this decision forms an image of the brand and products and the person who does according to his decision. Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Image to brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make purchases (Evelina et al., 2012)..

The results of this research can occur because the brand image of a product is one of the factors that determine a customer's satisfaction when consuming aqua brand mineral water. The results of this study are in accordance with previous research conducted by (Sudaryanto et al., 2019) Based on the results of moderation regression analysis (MRA), it can be concluded that *brand image* affects purchasing decisions which show a positive and significant relationship. This proves that the better the brand image can improve purchasing decisions. Novansa and Ali's research (2017) also proves that *brand image* has an influence on purchase decision. Research on Eko Putra (2019) and research (Evelina et al., 2012) and Dianah and Welsa research (2017) showed that brand image variables have a positive and significant effect on purchasing decisions.

4. Promotion has a significant effect on purchasing decisions on AQUA products

This study tested the influence of promotion on the decision to purchase aqua brand bottled water. The result of the analysis obtained a probability value of 0.182 which shows that the promotion has not proven to have a significant effect on the decisions made by consumers when purchasing aqua brand mineral water products. This shows that in this research promotional activities carried out by the company does not affect consumers' decision in choosing the mineral water it buys, this is because aqua brand mineral water has become the main goal for consumers when they need mineral water to meet their needs.

Related promotions and purchasing decisions are a way of introducing, communicating the benefits of a product/service and inviting consumers to use the products offered. If consumers are interested in using promoted products/services, it will cause market demand. Conversely, if consumers have never heard and are unsure of the products/services promoted then it will not create demand (Evelina et al., 2012).

The results of this research can occur because the promotion carried out by the company is not one of the factors that determine a consumer's decision when buying aqua brand mineral water. The results of this study are in accordance with previous research conducted by Angelina and Rotinsulu (2015) which obtained results that the promotion has no effect on the purchase decision. Onigbinde & Odunlami (2015) also showed that advertising and sales

promotion have no effect on consumer purchasing decisions. In the research journal Jalal Rajeh Hanaysha (2018) described that sales promotion negatively affects purchasing decisions. Eleboda (2017) also confirmed that sales promotions have a negative impact on consumer purchasing decisions. The results were supported by Santini et al. (2015) which stated that many discounts cause a state of discomfort among consumers, which will ultimately lead to a sense of prudence. Furthermore, Simonson et al. (1994) confirmed that sales promotions have a negative impact on brands.

5. Purchasing Decisions have a significant effect on Customer Satisfaction in AQUA products

This study tested the effect of purchasing decisions on the satisfaction of purchasing AQUA brand bottled water. The results of the analysis obtained a probability value of 0.023 which shows that the purchase decision proved to have a significant positive effect on the satisfaction felt by consumers when consuming aqua brand mineral water products. The positive coefficient direction shows that the increasing purchasing decisions indicate that the higher the level of customer satisfaction.

Purchasing decisions made by consumers can affect consumer satisfaction. The level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, then the customer will be very disappointed. If the performance is as expected, then the customer will be very satisfied. Whereas if the performance exceeds customer expectations will be very satisfied. According to Sumarwan (2003) in Khairunisa (2017), the result of the post-consumption evaluation process is that consumers will feel satisfied or dissatisfied with the consumption of a product.

The results of this research can occur because the decision to purchase a product is one of the factors that determine a customer's satisfaction when consuming aqua brand mineral water. The results of this study in accordance with previous research conducted by Susanto (2013) resulted that purchasing decisions have an effect on customer satisfaction. Khairunissa, et al (2017) research shows that Purchasing Decisions have a positive influence on Customer Satisfaction. It shows that easy and fast ordering, prices that are in accordance with consumer expectations, facilities that are in accordance with consumer expectations make consumers feel satisfied. Dianah and Welsa research (2017) and Hartono & Wahyono research (2015) also resulted in purchasing decisions affecting consumer satisfaction.

VIII. CONCLUSIONS AND SUGGESTIONS

a) Conclusion

1. Brand Image has a significant effect on customer satisfaction in AQUA products, this shows that the increasing image of a product brand affects the higher the level of customer satisfaction. Consumers who have a positive image of a brand, will be more likely to make a purchase.

2. Promotion has no significant effect on customer satisfaction in AQUA products, it shows that promotional activities carried out by the company do not have a considerable impact on consumer satisfaction of AQUA brand mineral water. AQUA brand mineral water has been trusted by its customers.
3. Brand image has a significant influence on the purchasing decision on AQUA products, this shows that the aqua brand water image is already attached to the hearts of its customers so that it influences the decision of its customers when buying AQUA brand mineral water products. AQUA customers already have a positive image of AQUA so it is more possible to make purchases.
4. Promotion has no significant effect on the purchase decision on AQUA products, this shows that the promotional activities carried out by the company does not affect the consumer's decision in choosing the mineral water it buys, this is because aqua brand mineral water has become the main destination for consumers when they need mineral water to meet their needs.
5. Purchasing Decisions have a significant effect on Customer Satisfaction in AQUA products, this shows that the purchase decisions made by consumers are due to previous trust and satisfaction when consuming AQUA brand water.

b) Suggestions

1. Based on the profile of respondents who were sampled in this study, then in the next researchers it is recommended to be able to choose respondents who have a job as a housewife and the frequency of consuming AQUA more often. So that it can be known the level of customer satisfaction seen from the decision to purchase the aqua brand water.
2. AQUA dimilikihis anamun fairlygood level of advertising promotion by displaying the advantages thatit has, but in this research the promotion carried out does not have a significant effect on purchasing decisions and customer satisfaction, then the company must increase its promotional activities even though AQUA has become many of the main choices of people to meet their daily mineral water needs.
3. Further research should pay attention to other factors such as price, and product quality that will influence purchasing decisions and customer satisfaction with the selection of mineral water in meeting daily needs.

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