PURCHASE DECISION OF CLUB BRAND MINERAL WATER: THE INFLUENCE OF PRICE, QUALITY, AND PROMOTION IN JABODETABEK

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ABSTRACT

Purchase decision is a crucial aspect of marketing strategy, especially in the highly competitive mineral water industry. This study aims to analyze the influence of price, product quality, and promotion on the purchase decision of Club brand mineral water in the Jabodetabek area. The research employs a quantitative approach by collecting primary data through a questionnaire distributed via Google Forms. The study sample consists of 125 respondents who are Club mineral water consumers in Jabodetabek, selected using purposive sampling. Data analysis was conducted through respondent characteristic tests, descriptive statistical analysis, multiple linear regression analysis, normality tests, t-tests, F-tests, and hypothesis testing. The results indicate that price does not have a significant influence on purchase decisions, as evidenced by a significance value of 0,065, which exceeds the 0,05 threshold, and a t-value of 1,864, which is smaller than the t-table value (1,979). Conversely, product quality is proven to have a significant influence on purchase decisions, with a significance value of 0,006 and a t-value of 2,822, which exceeds the t-table value. The promotion factor also has a significant influence, with a significance value of 0,000 and a t-value of 5,036. These findings suggest that consumers prioritize product quality and the effectiveness of promotions over price when making purchase decisions for Club brand mineral water. The novelty of this study lies in its specific analysis of consumer preferences within the mineral water product category in Jabodetabek, as well as the role of promotion as a more dominant determinant of purchase decisions compared to price. The implications of this study provide recommendations for marketing strategy developers, particularly in the bottled beverage industry, to focus more on quality improvement and promotional innovation to attract consumers. From a social sciences and humanities perspective, these findings contribute to consumer behavior studies within the context of microeconomics and value perception-based marketing strategies.

Keywords: Purchase Decision, Price, Product Quality, Promotion, Consumer Behavior

INTRODUCTION

The issue addressed in this study stems from the increasing competition within the bottled drinking water (AMDK) industry, particularly in urban areas such as Jabodetabek. As mineral water consumption continues to grow at an annual rate of approximately 7,5%, major brands like Aqua, Le Minerale, and Cleo dominate the market through aggressive marketing and distribution strategies (Hatapayo et al., 2024; Putra et al., 2023). In this context, the Club brand

faces significant challenges in maintaining its market share. One of the primary challenges is understanding the key factors that significantly influence consumer purchasing decisions, which can serve as the foundation for designing more effective marketing strategies (de Araújo et al., 2022; Sharma, 2021).

A fundamental issue underlying this study is that AMDK purchasing decisions are influenced by multiple variables, including price, quality, and promotional strategies (Rachmadany et al., 2024). Several studies indicate that price remains a primary consideration for many consumers, particularly those who are cost-sensitive (Christiarini et al., 2024). However, there is also evidence that quality and promotion play equally important roles in shaping consumer preferences (Gafurdjan, 2024; Kovalenko et al., 2023). In the case of the Club brand, limited research specifically examines how these three factors interact to influence consumer decisions in Jabodetabek, a key market for the AMDK industry in Indonesia (Ausat, 2023; Pillai et al., 2022). Therefore, this study is essential to fill the gap in the literature and provide deeper insights for industry players in developing more targeted marketing strategies.

In the literature review, several studies have explored various factors affecting AMDK purchasing decisions. Binsriavanich & Phumchusri (2025) found that price has a significant impact on purchasing decisions in urban areas, particularly among consumers who are highly sensitive to price changes. Another study by Abay et al. (2023) revealed that health-conscious consumers tend to prioritize product quality when selecting a mineral water brand. These findings align with the research of Bhutto et al. (2022), which emphasizes that perceived product quality plays a crucial role in building customer loyalty toward a brand.

In addition to price and quality, promotional strategies are also critical in influencing purchasing decisions. Agustian et al. (2023) highlighted that effective promotional campaigns can enhance brand awareness and establish an emotional connection between consumers and a product. Meanwhile, Wu & Liu (2022) demonstrated that a combination of competitive pricing and aggressive promotional strategies can increase a brand's attractiveness in a competitive market. Another study by Gómez-Rico et al. (2023) pointed out that social media plays a key role in AMDK marketing, as brands that actively engage in digital campaigns tend to attract more attention from younger consumers. Furthermore, research by Karim et al. (2023) suggested that broad and easily accessible product distribution also influences purchasing decisions, particularly in large cities with high mobility. This finding is supported by Varga & Albuquerque (2024), who stated that consumers tend to choose brands that are widely available across various sales channels, including minimarkets and e-commerce platforms.

Although numerous studies have examined the factors influencing AMDK purchasing decisions, there are still inconsistencies in findings regarding the extent to which each factor contributes to shaping consumer decisions. Some studies emphasize the importance of price, while others focus more on product quality or promotion. Additionally, there is a lack of research specifically analyzing the purchasing decisions of Club brand mineral water in Jabodetabek, a strategic market with diverse consumer characteristics.

Therefore, this study seeks to provide a deeper understanding of the dynamics of Club brand mineral water purchasing decisions by highlighting how price, product quality, and promotion interact to shape consumer preferences in Jabodetabek. By employing a quantitative approach, this research not only offers a more accurate empirical depiction but also provides a more comprehensive perspective on AMDK marketing strategies. The findings of this study are expected to serve as a valuable reference for industry players in designing more effective marketing strategies to enhance the competitiveness of their products in the market.

RESEARCH METHOD

This study employs a quantitative approach to analyze the relationship between price, product quality, and promotion on the purchasing decisions of Club brand mineral water in the Jabodetabek area. The selection of this approach is based on its ability to measure phenomena objectively and systematically using statistical techniques, allowing the research findings to be generalized to a broader population (Bhangu et al., 2023). The primary focus of this study is to understand how these three independent variables influence purchasing decisions, which are analyzed through inferential statistical methods using multiple linear regression.

This research is designed using a descriptive and inferential quantitative approach. The descriptive approach is used to illustrate respondent characteristics and purchasing trends of Club brand mineral water, while inferential analysis aims to examine the causal relationship between price, product quality, and promotion with consumer purchasing decisions. Thus, this study not only helps understand consumption patterns but also provides a solid foundation for formulating more effective marketing strategies (Ghanad, 2023; Roffia et al., 2025).

The primary object of this research is the purchasing decision of Club brand mineral water in Jabodetabek, highlighting the key factors influencing consumer preferences. Respondents selected are individuals with experience purchasing and consuming the product, ensuring they can provide relevant information regarding dominant factors in decision-making. Since the consumer population is not precisely known, this study utilizes purposive sampling, where the sample is selected based on specific criteria, including (1) residing in Jabodetabek and (2) having purchased and consumed Club brand mineral water at least once in the past three months. To ensure a representative sample size, this study refers to Tumiran (2023), which recommends a minimum sample size of 5–10 times the number of research indicators. With a total of 25 indicators, this study involves 125 respondents as the research sample.

Data collection was conducted through a survey using a Google Form-based questionnaire designed to measure respondents' perceptions of price, product quality, and promotion. The instrument uses a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." This approach enables a more structured measurement and facilitates the data analysis process (Ghanad, 2023; Harari & Lee, 2021; Roffia et al., 2025). Data analysis in this study was carried out through two main approaches: descriptive and inferential analysis. Descriptive

analysis was used to illustrate respondent characteristics and data distribution, presented in tables and graphs for better understanding. Meanwhile, inferential analysis was conducted using multiple linear regression to examine the influence of price, product quality, and promotion on purchasing decisions. Before regression analysis, the data underwent normality testing to ensure its distribution met statistical assumptions. A t-test was performed to measure the impact of each independent variable on the dependent variable, while an F-test was used to assess the overall significance of the regression model. The hypothesis test results indicate that price does not have a significant influence, whereas product quality and promotion significantly impact purchasing decisions (Cabero-Almenara et al., 2021; Dani & Al Quraan, 2023).

To ensure the accuracy of the results, this study utilizes statistical software for data analysis. The use of this software allows for more systematic calculations, enhances validity, and reduces the likelihood of errors in data interpretation (Ali & Said, 2023; Rahman & Muktadir, 2021). With the research methodology designed, these findings are expected to provide empirical insights for the marketing strategies of Club brand mineral water, as well as contribute to understanding consumer behavior patterns in urban areas, particularly in considering the key factors influencing mineral water purchasing decisions.

RESULTS AND DISCUSSION

Respondent Demographic Analysis: Perspectives on Gender, Occupation, Residence, and Age in Social Studies

The respondents in this study are individuals who have consumed Club mineral water and reside in the Jabodetabek area, with ages ranging from 18 to 65 years. The questionnaire was distributed over a one-week period via social media, resulting in 135 respondents. However, referring to Hair et al. (2021), the required number of respondents for this study is 125, with a total of 25 statements in the questionnaire divided into 4 items for variable X1, 8 items for variable X2, 8 items for variable X3, and 4 items for variable Y. Therefore, data from respondents who did not meet the research criteria were eliminated. The sampling technique used was non-probability sampling, based on specific characteristics, namely consumers who reside in Jabodetabek and have purchased Club mineral water. The questionnaire was created in Google Form and distributed through online platforms such as WhatsApp and Instagram. After data collection, respondent characteristics were analyzed based on gender, occupation, residence, and age.

Based on gender, 58 respondents (46%) were male, while 67 respondents (54%) were female. Thus, the majority of respondents in this study were female. Women tend to choose mineral water over sugary or carbonated drinks due to concerns about sugar intake and its health impacts. This is supported by Pop et al. (2023) study, which found that women's preference for mineral water is higher than men's. Additionally, research by Ferrara et al. (2021) also indicated that women consume more mineral water than other groups, aligning with the findings of this

study.

In terms of occupation, most respondents were employees, totaling 79 people (63% of the sample). Additionally, 28 respondents (22%) were students, while 18 respondents (14%) were housewives. The high proportion of employee respondents suggests that this group has a relatively high level of mineral water consumption. This is supported by Engel et al. (2021), who stated that adequate mineral water consumption during working hours helps maintain health, improve concentration, and prevent dehydration. Furthermore, Bazaanah & Mothapo (2024) also emphasized that the habit of consuming mineral water during work hours can enhance employee productivity.

Regarding residence, respondents were distributed across five main regions in Jabodetabek. The highest number of respondents came from the Greater Tangerang area, totaling 52 people (42% of respondents). Meanwhile, Jakarta accounted for 30 respondents (24%), followed by Depok with 18 respondents (14%), Bogor with 14 respondents (11%), and Bekasi with 11 respondents (9%). The dominance of respondents from the Greater Tangerang area indicates that this region has a higher level of Club mineral water consumption compared to other areas. This aligns with Bedell et al. (2022) study, which mentioned that Club mineral water distribution is stronger in the Greater Tangerang area, and consumer behavior in this region is more accessible to the brand.

Regarding age, the majority of respondents were aged 18–30 years, totaling 71 people (57%). The 31–50 age group accounted for 45 respondents (36%), while the 51–65 age group consisted of 9 respondents (7%). This data shows that the 18–30 age group represents the largest consumer segment in this study. These findings align with Habibi et al. (2024), who revealed that this age group tends to be more active and has higher hydration needs to support daily activities.

Overall, the results of this study indicate that the majority of Club mineral water consumers in Jabodetabek are women, employees, residing in the Greater Tangerang area, and aged 18–30 years. These findings provide an overview of Club mineral water consumer characteristics, which can serve as a reference for future marketing and distribution strategies.

Analysis of Validity and Reliability Tests on Price, Product Quality, Promotion, and Purchase Decision

In this study, a validity test was conducted on all sample data, totaling 125 respondents. The distribution and collection of survey data were carried out via Google Forms to ensure easy access for respondents. Instrument validity was measured by comparing the calculated r-value (r count) with the table r-value (r table) at a 5% significance level, where the r table used was 0,174. An instrument is considered valid if the r count is greater than the r table. The analysis was conducted using SPSS 27 software to determine whether each statement in the questionnaire met the validity criteria, thereby assessing whether a retest was necessary.

For the price variable (X1), all tested statement indicators showed an r count value greater than the r table, ranging between 0,292 and 0,429. These results confirm that all price indicators

are valid, so no indicators were eliminated and can be used in subsequent testing. Similarly, for the product quality variable (X2), the r count values ranged from 0,356 to 0,516, all of which exceeded 0,174, indicating that all indicators in this variable were also valid.

For the promotion variable (X3), the validity test results showed that all indicators had an r count value above the minimum validity threshold, ranging from 0,449 to 0,597. Thus, all statement items in the promotion variable are acceptable and can be used for further analysis. The same applies to the purchase decision variable (Y), where all tested statements had an r count value between 0,818 and 0,866, which is significantly above the r table value. These results indicate that all indicators in the purchase decision variable also meet validity criteria.

In addition to the validity test, this study also conducted a reliability test to ensure the consistency and stability of the research instrument. The reliability test used Cronbach's Alpha method, where an instrument is considered reliable if the Cronbach's Alpha value is greater than 0,70. The analysis results showed that the price variable (X1) had a reliability value of 0,788, while the product quality variable (X2) had a value of 0,839. Furthermore, the promotion variable (X3) obtained the highest reliability value of 0,882, while the purchase decision variable (Y) had a reliability value of 0,867. Therefore, all research instruments were declared reliable and suitable for use in further analysis without requiring a retest.

Based on the validity and reliability test results, it can be concluded that all instruments used in this study have met good measurement standards. High validity ensures that each statement in the questionnaire accurately measures the intended concept, while high reliability indicates that the instrument consistently measures the same variable under various conditions. Therefore, the results of this study can be trusted to accurately describe the relationship between price, product quality, promotion, and purchase decision variables and can serve as a basis for further analysis.

Regression Model Evaluation: Normality, Multicollinearity, Heteroscedasticity, and Multiple Linear Regression Tests

The classical assumption tests in this study began with a normality test to ensure that the data used was normally distributed. The Kolmogorov-Smirnov test was used to assess data distribution normality. Based on the analysis results shown in Table 1, the Kolmogorov-Smirnov value was 0,076 with a significance value of 0,070. Since the significance value is greater than 0,05, it can be concluded that the data in this study is normally distributed.

Table 1 Normality Test (One-Sample Kolmogorov-Smirnov Test)

Statistik	Unstandardized Residual
N	121
Mean	0,0000000
Std. Deviation	4,00044651
Most Extreme Differences (Absolute)	0,076
Most Extreme Differences (Positive)	0,076
Most Extreme Differences (Negative)	-0,068
Test Statistic	0,076
Asymp. Sig. (2-tailed)	0,070
Monte Carlo Sig. (2-tailed)	0,069

Source: Processed Research Data, 2024

After confirming that the data is normally distributed, a multicollinearity test was conducted to determine whether there were correlations between the independent variables in the regression model. This test used Tolerance and Variance Inflation Factor (VIF) values as indicators. If the Tolerance value > 0,10 and the VIF value < 10, it can be concluded that multicollinearity does not occur. The multicollinearity test results are presented in Table 2.

Table 2 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-0,044	1,420		-0,031	0,975		
Promotion	0,263	0,053	0,449	4,988	0,000	0,449	2,225
Price	0,128	0,068	0,135	1,867	0,064	0,699	1,430
Product Quality	0,161	0,057	0,263	2,809	0,006	0,416	2,405

a. Dependent Variable: Keputusan Pembelian

Source: Processed Research Data, 2024

From the table, it can be seen that the Variance Inflation Factor (VIF) value for the price variable is 1,430, for product quality is 2,405, and for promotion is 2,225. These values remain below the threshold of 10, and the Tolerance values are greater than 0,10, indicating that there is no strong linear relationship between the independent variables in the model. Thus, it can be concluded that multicollinearity does not exist in the regression model used, allowing regression analysis to proceed without concerns about distortions caused by high correlations among predictor variables.

In addition to testing for multicollinearity, regression analysis must also ensure that the model used does not suffer from heteroscedasticity, which occurs when the variability of residuals is not constant across the data range. To address this, a heteroscedasticity test was conducted using the Glejser method, a statistical approach for detecting patterns in residual

distribution. The decision-making criterion in this test is based on the significance value: if it is greater than 0,05, it can be concluded that heteroscedasticity is not present, whereas if it is less than 0,05, heteroscedasticity exists in the model used.

The results of this heteroscedasticity test are presented in Table 3, providing a detailed overview of the residual distribution pattern and whether there are indications of residual variance changes that may affect the validity of the regression model estimation.

Table 3 Heteroscedasticity Test (Glejser Test)

Variabel	Sig.
Price	0,465
Product Quality	0,087
Promotion	0,587

Source: Processed Research Data, 2024

Based on the table, all variables have significance values greater than 0,05, namely price (0,465), product quality (0,087), and promotion (0,587). This indicates that heteroscedasticity does not occur in the regression model, meaning the model meets classical assumption requirements. After testing the classical assumptions, multiple linear regression analysis was conducted to determine the effect of price (X1), product quality (X2), and promotion (X3) on purchase decision (Y). The results of the multiple linear regression analysis are displayed in Table 4.

Table 4 Multiple Linear Regression Test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,669	1,046		3,507	0,001
	Price	-0,037	0,050	-0,077	-0,733	0,465
	Product Quality	-0,073	0,042	-0,237	-1,727	0,087
	Promotion	0,021	0,039	0,072	0,545	0,587

a. Dependent Variable: Keputusan Pembelian

Source: Processed Research Data, 2024

Based on the regression analysis results, the regression equation is as follows:

$$Y = -0{,}044 + 0{,}128\,X_1 + 0{,}161\,X_2 + 0{,}263\,X_3$$

where the dependent variable Y represents consumer purchase decisions. Meanwhile, there are three independent variables influencing purchase decisions: X_1 representing price, X_2 indicating product quality, and X_3 representing promotion.

This regression equation illustrates the relationship between independent variables (price, product quality, and promotion) and purchase decisions. The constant in this equation has a value of -0,044, indicating that if all independent variables remain constant or have a value of zero, the purchase decision will be negative at -0,044. Conceptually, this suggests that without

the influence of price, product quality, and promotion factors, the tendency to make a purchase decision is very low or may not occur at all.

The regression coefficient for the price variable (X_1) is 0,128, meaning that every one-unit increase in price will increase the purchase decision by 0,128 units. However, since the significance value of this variable is 0,064, which is greater than the significance threshold of 0,05, the effect of price on purchase decisions is not statistically significant. This means that while price has a positive relationship with purchase decisions, it is not a dominant factor that statistically explains variations in purchase decisions.

Meanwhile, the product quality variable (X_2) has a regression coefficient of 0,161, indicating that every one-unit increase in product quality will increase the purchase decision by 0,161 units. With a significance value of 0,006 (less than 0,05), product quality is proven to have a significant influence on purchase decisions. This suggests that consumers tend to prioritize product quality in their decision-making process, where an improvement in quality will enhance consumer interest and trust in making purchases.

The promotion variable (X_3) has the highest regression coefficient, at 0,263, meaning that every one-unit increase in promotion will increase purchase decisions by 0,263 units. With a significance value of 0,000, which is far below 0,05, promotion is proven to have a significant impact on purchase decisions. These results indicate that effective marketing strategies, such as advertising, discounts, or loyalty programs, can substantially boost consumer interest and directly encourage them to make purchases.

From the overall regression analysis results, it can be concluded that among the three independent variables tested, product quality and promotion significantly influence purchase decisions, while price does not have a significant impact. This implies that in marketing strategies, improving product quality and intensifying promotional efforts may be key factors in driving consumer purchase decisions rather than focusing solely on price.

Hypothesis Testing Results: Coefficient of Determination Test, T-Test, and F-Test in Statistical Analysis

This study begins with a coefficient of determination test to determine the extent to which the regression model used can explain variations in the dependent variable, namely purchase decision. Based on the analysis results presented in Table 5, the Adjusted R Square value obtained is 0,548. This indicates that the independent variables—price, product quality, and promotion—collectively contribute 54,8% to purchase decisions, while the remaining 46,2% is explained by other factors not examined in this study. With an R Square value of 0,559, the regression model used falls into the moderate category, meaning that this model is fairly good in explaining the dependent variable.

Table 5 Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,748[a]	0,559	0,548	1,883

a. Predictors: (Constant), Product Quality, Price, Promotion

b. Dependent Variable: Keputusan Pembelian

Source: Processed Research Data, 2024

Next, a partial significance test (T-Test) was conducted to determine the effect of each independent variable on purchase decisions. This test identifies whether price, product quality, and promotion significantly influence purchase decisions. Based on the analysis results shown in Table 6, the calculated t-value for price is 1,864 with a significance of 0,065, which is greater than 0,05. This indicates that price does not have a significant effect on purchase decisions.

Meanwhile, the product quality variable has a calculated t-value of 2,822 with a significance of 0,006, which is less than 0,05, allowing us to conclude that product quality has a significant effect on purchase decisions. Similarly, the promotion variable has a calculated t-value of 5,036 with a significance of 0,000. Since this value is less than 0,05, it indicates that promotion has a significant influence on purchase decisions.

Table 6 Partial Test (T-Test)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.111	1.417		-0.079	0.937
Price	0.128	0.068	0.134	1.864	0.065
Product Quality	0.161	0.057	0.263	2.822	0.006
Promotion	0.265	0.053	0.451	5.036	0.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Research Data, 2024

From this test result, it can be concluded that the first hypothesis, which states that price influences purchase decisions, is rejected because the significance value is greater than 0,05. Conversely, the second and third hypotheses, which state that product quality and promotion influence purchase decisions, are accepted as their significance values are less than 0,05.

To strengthen the partial test results, a simultaneous test (F-Test) was conducted to determine whether the independent variables collectively influence the dependent variable. The F-Test results shown in Table 7 indicate that the calculated F-value is 51,088, with a significance level of 0,000, while the F-table value is 2,44. Since the calculated F-value is greater than the F-table value (51,088 > 2,44) and the significance level is less than 0,05, it can be concluded that price, product quality, and promotion collectively have a significant influence on purchase decisions. Thus, the regression model used in this study is appropriate for analyzing the factors affecting purchase decisions.

Table 7 F-Test (Anova)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	543.380	3	181.127	51.088	.000[b]
	Residual	428.988	121	3.545		
	Total	972.368	124			

a. Dependent Keputudan Pembelian

b. Predictors: (Constant), Product Quality, Price, Promotion

Source: Processed Research Data, 2024

Based on the overall analysis results, it can be concluded that price does not have a significant effect on purchase decisions, whereas product quality and promotion significantly influence purchase decisions. Additionally, all three independent variables collectively have a significant impact on purchase decisions. Therefore, to enhance purchase decisions, companies are advised to focus more on improving product quality and strengthening promotions, as these two factors have been proven to have a significant impact on consumer decisions when choosing products.

The Influence of Price (X1) on Purchase Decision (Y)

Based on the hypothesis testing results, it was found that price does not have a significant influence on the purchase decision of Club mineral water products in the Jabodetabek area. This finding indicates that when choosing mineral water products, consumers do not consider price as the primary factor in their decision-making process. One indicator supporting this result is the statement with the lowest score: "The price matches my expectations." This suggests that consumers perceive the set price as reasonable and in line with their expectations, reducing sensitivity to price as a determining factor in the purchasing process.

The fact that mineral water is a basic necessity with a high level of substitution further reinforces this finding. Consumers tend to prioritize other aspects such as quality, availability, accessibility, or brand recognition over price. In a highly competitive market like Jabodetabek, price homogenization across brands further diminishes the role of price in influencing purchase decisions. With many available options at relatively similar price ranges, consumers focus more on aspects that provide added value, such as water quality and brand trust.

Club operates in the mid-market segment, competing with major brands such as AQUA and Le Minerale. Its success in maintaining market position is supported by extensive distribution and effective marketing strategies. In this study's context, although price is considered a relevant factor, in reality, consumers prioritize fulfilling their need for clean drinking water. This is reinforced by the purchase decision indicator with the highest mean score: "I feel that Club mineral water meets my previously unmet needs." This finding confirms that the primary driver for consumers purchasing this product is its ability to fulfill their fundamental needs, rather than minor price differences among competing brands.

Price remains a factor in purchase decisions, but in highly homogeneous product categories such as mineral water, consumers are more often influenced by other aspects. As Kotler & Keller (2016) stated, in products with high substitution levels, factors such as product quality, brand, and distribution play a more dominant role in purchase decisions than price. In a competitive market, product differentiation is more often driven by added value rather than mere pricing strategies.

Additionally, the insignificance of price influence in this study can be explained by the dominance of other variables, namely product quality and promotion. These factors have a greater impact on shaping consumer decisions, making price less relevant in their considerations. Even though Club mineral water is priced lower than some competing brands, this does not necessarily lead to increased purchase decisions. These results align with studies by Cherukumilli et al. (2023) and Habibi et al. (2024), which found that price does not significantly influence purchase decisions in the context of highly substitutable products.

This finding also does not fully align with the general view that price is a key factor in determining sales volume and company revenue. In theory, higher prices reduce demand, while lower prices should increase sales volume. However, in the case of Club mineral water, this study demonstrates that price alone is not always the determining factor in purchase decisions.

A theory that can explain this phenomenon is the Perceived Value Theory by Pérez-Beltrán et al. (2024). This theory emphasizes that consumers do not assess price purely objectively but also consider the benefits they receive from a product. In many cases, consumers' perception of price has a greater impact than the actual price itself. As W. Wu et al. (2021) stated, consumers often use price as a quality indicator when other information is limited. However, when product quality is well-known, price becomes a less relevant factor in decision-making. Thus, this study further reinforces the view that in homogeneous basic necessity product categories, purchase decisions are more driven by perceived value and quality rather than price alone.

The Influence of Product Quality (X2) on Purchase Decision (Y)

Based on the hypothesis testing results, it was found that product quality has a significant influence on the purchase decision of Club mineral water in the Jabodetabek area. This finding confirms that in choosing mineral water products, consumers prioritize quality over other factors. This is reinforced by the highest-scoring product quality indicator: "I feel that the quality of Club mineral water matches the price I pay." This statement reflects that consumers perceive the product quality as equivalent to the price they pay, shaping a positive perception of the Club brand.

Consumers' high concern for mineral water quality is understandable, as this product directly relates to health and daily needs. High expectations regarding drinking water quality play a crucial role in purchase decisions, where consistency in taste, packaging hygiene, and brand reputation are key factors in building consumer trust. In this context, Club has successfully

established itself as a provider of mineral water that meets expected quality standards. Thus, maintaining and continuously improving product quality can be a key strategy for the company to retain customer loyalty and expand market share.

To ensure consistent quality, the company must continuously evaluate various aspects such as product durability, water clarity and taste, packaging standards, and hygiene in the production process. Consistent with studies by Guo et al. (2021) and Laitala et al. (2021), it was found that product quality significantly influences consumer purchase decisions. This research supports the view that the better the quality of a product, the greater the likelihood that consumers will choose and remain loyal to that brand.

This finding also aligns with product quality theory, which states that quality encompasses various aspects that fulfill consumer needs, ranging from durability to product reliability (Kumar et al., 2021). High-quality products not only increase customer satisfaction but also drive brand loyalty. Consumers tend to remain loyal to products that consistently offer satisfying quality standards, even when alternatives are available in the market. In this context, the study's findings reinforce the view that quality is a key element in shaping purchase decisions and maintaining long-term customer satisfaction.

A tangible example of Club's success in maintaining product quality is its recognition as one of Indonesia's top 10 mineral water brands, according to the Herry Sussanto & Muhammad Rafli Alfarizi (2023) ranking based on research from various reviews and trusted sources. Club is known as a mineral water brand that offers quality products at affordable prices, making it a favorite choice among various groups, including food and beverage industry players. Its production process is carried out hygienically using modern filtration technology, ensuring that the product remains safe and high-quality for consumers. Given these factors, this study further confirms that product quality is a fundamental aspect of the purchase decision for Club mineral water. Therefore, a sustainable strategy focused on enhancing quality standards will be crucial for the company to remain competitive and relevant in an increasingly dynamic market.

The Influence of Promotion (X3) on Purchase Decision (Y)

Based on the hypothesis testing results, it was found that promotion has a significant influence on the purchase decision of Club mineral water products in the Greater Jakarta (Jabodetabek) area. This study shows that an effective promotional strategy can be a crucial factor in attracting consumers' attention and encouraging them to try the product. One of the promotional indicators with the highest score in this study is the statement: "The direct marketing efforts of Club mineral water made me interested in trying the product." This finding confirms that direct marketing has a unique appeal, providing a closer experience for consumers and building trust in the product.

Direct marketing, such as offering discounts, distributing free samples, or conducting promotional campaigns at points of sale, has proven effective in increasing consumer interest. This strategy allows potential buyers to try the product firsthand before making a purchase

decision, reducing the risk of dissatisfaction and increasing the likelihood of conversion. Additionally, direct promotions often create a sense of urgency or exclusivity, such as through limited-time offers or special editions, which can encourage consumers to make immediate purchases. This aligns with studies by M. Guo et al. (2021) and Lin & Xu (2021), which indicate that promotion has a significant impact on consumer purchase decisions, especially for daily necessity products like mineral water.

Conceptually, direct marketing is one of the most efficient marketing methods for building customer relationships and encouraging quick responses (Kotler & Keller, 2016). Through more personal and interactive communication, this strategy can enhance customer engagement and strengthen their loyalty to the brand. Another study by Kokthi et al. (2022) and Zain & Marsasi (2023) also confirms that direct marketing is proven to be effective in influencing purchase decisions, particularly in highly competitive product categories such as mineral water.

Recognizing the importance of promotion as a key factor in purchase decisions, Club actively implements various marketing strategies to enhance its brand appeal in the eyes of consumers. One initiative is collaborating with the sports industry, particularly by supporting the Bali United football team. As a form of appreciation for the team, Club even launched a special Bali United edition packaging, which gained widespread public attention (Byhaqi et al., 2023; Rahmah & Satyaninggrat, 2023).

Moreover, Club leverages social media as a primary platform for its promotional campaigns. Through Instagram, the brand initiates various creative promotional themes, such as ClubXperience, ClubXBestir, and ClubXpArtsy, offering exciting experiences for its consumers. One of the notable campaigns is "playing water in a non-mainstream way with #TemanClub," inviting customers to engage directly in various fun activities packaged in an appealing manner. This strategy demonstrates that in addition to relying on direct promotions at points of sale, Club is also active in digital interactions with its consumers, strengthening brand awareness, and fostering closer relationships with customers.

With these various approaches, it can be concluded that an effective promotional strategy not only enhances brand visibility but also encourages consumers to try and remain loyal to the product. In a competitive market like Jabodetabek, Club can continue to strengthen its position by optimizing relevant and innovative marketing campaigns to increase customer loyalty and expand its consumer base.

CONCLUSION

Based on the study results, it can be concluded that the purchase decision for Club mineral water in the Greater Jakarta (Jabodetabek) area is more influenced by product quality and promotion factors rather than price. The analysis results indicate that price does not have a significant influence on purchase decisions, suggesting that consumers do not heavily consider price when choosing mineral water. This can be explained by the nature of mineral water as a

highly substitutable product with price homogeneity in the market, making other factors such as quality and promotion more influential in determining consumer preferences. Product quality is the most dominant aspect, as consumers have high expectations regarding the standards of the bottled water they consume. Consistency in taste, hygienic packaging, and a strong market reputation are key factors in building consumer trust and loyalty toward the Club brand. Additionally, promotional strategies play a significant role in attracting consumer attention. Marketing campaigns through discounts, free samples, and digital promotions have proven effective in strengthening brand engagement and driving purchases. In the highly competitive bottled water industry, the Club brand must continue to enhance product quality and develop innovative promotional strategies to maintain and expand its market share. Moving forward, further research could explore other factors such as brand image and consumer loyalty to gain a more comprehensive understanding of market behavior in this industry in Indonesia.

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