Determinants of Consumer Purchasing Decisions for Aquaviva Packaged Water: An Analysis of Brand Trust, Product Quality, and Digital Marketing with Purchase Intention as a Mediating Factor

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ABSTRACT

The increasing growth of bottled mineral water products has led to a rise in consumer consumption, encouraging the emergence of new drinking water products, one of which is Aquviva. This study investigates the variables that influence purchase intention as an intervening variable and purchase decision among consumers of Aquviva drinking water. This research implemented a quantitative approach through the distribution of an online questionnaire to 120 respondents. The collected data was then analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The analysis reveals a complex dynamic relationship among the research variables. Brand trust and product quality were found to have no direct significant effect on purchase decisions, although product quality shows a positive influence. However, both variables together have a positive and significant effect on purchase intention. Meanwhile, digital marketing shows a direct positive and significant effect on purchase decisions, although its effect on purchase intention is not significant. The key finding of this study confirms the role of purchase intention as a positive and significant intervening variable in mediating the relationship toward purchase decisions.

Keywords: Brand Trust, Quality Product, Digital Marketing, Purchase Intention, Purchase Decision

1. Introduction

The beverage industry, particularly the Bottled Drinking Water (AMDK) segment, is experiencing intensifying competition driven by globalization and rapid technological innovation. The Indonesian bottled water market has shown a highly positive growth trajectory in recent years. According to data from the Indonesian Bottled Drinking Water Association (ASPADIN), the market has consistently grown, with an average annual consumption increase of 8% (Citra Cendekia Indonesia, 2025) This demand surged by 12% in 2023, fueled by a growing public awareness of healthy living, urbanization which saw a 56% increase in 2023 and a rise in middle class disposable income. The convenience offered by diverse distribution channels, including minimarkets, supermarkets, and e-commerce, has further accelerated this market expansion (Verified Market Research, 2025). A significant shift in consumer behavior is also evident, with

online sales of bottled water jumping 20% in the same year (MarkWide Research, 2025), underscoring a broad move towards digitalization.

The AMDK industry landscape is fiercely competitive, long dominated by major players like Aqua (Danone), Le Minerale (Mayora), Nestlé Pure Life, and Cleo. With consumers now faced with a wider array of brand choices, companies are compelled to continuously innovate to maintain and grow their market share. One emerging brand in this crowded field is Aquaviva, which competes in the mineral water product segment. Aquaviva is a new mineral water product from Wings Food (Wings Group), launched in the Indonesian market in 2025. It sources its water from natural springs and purifies it using Indonesia's first 7-step Nano Purification technology, ensuring the preservation of its beneficial mineral content, purity, and natural quality. In under a year, Aquaviva has

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successfully expanded its reach beyond major cities, distributing its products to smaller, remote regions across the archipelago.

In the mineral water industry, brand trust is fundamentally linked to consumer perceptions of product safety and quality. As health consciousness rises, consumers increasingly prefer brands with a proven track record for maintaining consistent product standards. Within this context, brand trust emerges as a dominant and decisive factor in the purchasing decision process. Research by Maulan et al. (2024) confirms that brand trust exerts a stronger influence than other elements, such as detailed product composition information or promotional offers. Consequently, consumers gravitate towards trusted brands, which they associate with safety assurances, consistent quality, and corporate accountability (Lestari & Saputra, 2024).

Quality product forms the very foundation of consumer preference and purchase decisions. A 2018 First Insight survey published in Chain Store Age News revealed that 53% of consumers rank quality as the most critical factor in their buying choice, surpassing price, which was a priority for only 38% of respondents (Wilson, 2018). This finding signals a significant shift in consumer behavior, indicating a greater appreciation for product quality and reliability over low prices or discounts alone. Studies across various sectors, including bottled water, demonstrate that a positive perception of product quality directly strengthens consumer confidence and purchase intent. Good product quality encompasses taste, packaging, safety, and consistency. When consumers perceive a product as superior to its competitors, they are more likely to develop loyalty and make repeat purchases (Qastalano & Nugroho, 2024). For this reason, it is imperative for Aquaviva to ensure consistently high quality in every product released to the market.

The advent of the digital era has fundamentally reshaped the marketing landscape, propelling digital marketing encompassing social media, websites, email, and e-commerce platforms to the forefront of corporate strategy. This paradigm shift enables companies to connect with audiences on an unprecedented scale, with greater speed, and through more personalized approaches. By leveraging digital channels, businesses can foster direct engagement with consumers, deliver timely and relevant information, and harness the power of online testimonials and reviews to solidify brand trust. A key strength of this approach is its capacity for customization; marketing strategies and promotional messages can be precisely tailored to align with the diverse preferences and behaviors of the target audience. When executed effectively, a robust digital marketing strategy becomes a powerful catalyst for boosting brand awareness, cultivating deeper brand trust, and ultimately converting that engagement into purchase intention and final buying decisions. This is particularly true for key demographic segments such as younger, urban consumers.

This Research examining the influence of brand trust, product quality, and digital marketing on purchase decisions have been extensively explored across various industrial contexts, including bottled drinking water products (AMDK). The research gap indicates that brand trust and product quality do not directly influence purchase decisions for new bottled water brands, but operate indirectly through purchase intention. (Kharisma & Hutasuhut, 2019; Munafis, 2024; Ma'ruf et al., 2024). Furthermore, it reveals a novel dual role of digital marketing as a direct purchase accelerator rather than an intention builder, thereby extending existing consumer behavior and digital marketing theories in low-involvement product contexts. However, these findings have predominantly focused on well-established brands with high levels of market awareness.

The primary novelty of this research is tree-fold: (1) the context of a new entrant in the bottled drinking water (AMDK) market, (2) findings that reveal a distinct causal relationship compared to prior similar studies, and (3) a reinterpretation of the function of purchase intention and digital marketing in the purchase decision process. Consequently, this study offers pertinent empirical and conceptual contributions to the advancement of digital marketing theory and consumer behavior concerning FMCG products in the digital age.

2. Literature Review and Hypothesis

Brand trust refers to consumers' confidence in a brand's ability to consistently fulfill its promises and meet customer expectations (Sang & Cuong, 2025). Brand trust reflects customers' beliefs in the integrity and reliability of a brand, which serve as key factors in shaping loyalty and purchase decisions (Chaudhuri & Holbrook, 2001). Brand trust is developed through marketing activities that add value and reduce perceived risk for consumers, particularly in digital and e-commerce contexts (Pop et al., 2022). Brand trust plays a crucial role as a primary driver of repeat purchase intention and repeat purchase decisions; therefore, brand trust positively influences purchase intention and purchase decisions (Boateng et al., 2020). Empirical evidence from Reynaldy and Nuvriasari (2024) demonstrates that brand trust has a positive and significant effect on consumers' purchase intention and purchase decisions. The indicators of brand trust include brand reputation, brand predictability, brand competence, brand reliability, brand intention, and trust in the company (Mayangsari & Harti, 2022).

Product quality refers to the degree to which a product meets standardized specifications and consumer expectations, encompassing both functional and emotional aspects (Qastalano & Nugroho, 2024). High product quality significantly influences customer value, customer satisfaction, and repeat purchase decisions (Satrya Pratama & Nyoman Yulianthini, 2022). Previous studies indicate that product quality is a critical variable that not only affects customer satisfaction but also strengthens purchase intention and purchase decisions (Qastalano et al., 2025). Furthermore, product quality can directly enhance brand trust within the consumer decision-making process (Haminda et al., 2023). According to Kotler et al. (2024), the indicators of product quality include performance, conformance to specifications, product appearance, features, reliability, and aesthetics.

Digital marketing is a technology-based marketing approach that utilizes various digital channels such as social media, email, digital content, and mobile marketing to reach and engage consumers. Digital marketing has been proven effective in building brand awareness, enhancing customer experience, and strengthening brand–consumer relationships in the digital era (Apriliani et al., 2023). The application of digital technologies such as artificial intelligence and big data also plays a significant role in content personalization and marketing strategies, thereby increasing brand loyalty and brand awareness (Mallick, 2023). According to Kotler et al. (2019), the indicators of digital marketing include accessibility, interactivity, entertainment, credibility, and informativeness.

Purchase decision represents the final stage in the consumer decision-making process, where consumers select and acquire a product or service. Purchase decisions result from a comprehensive evaluation of various attributes, including product quality, price variables, promotional strategies, and the level of trust in the brand. Empirical findings confirm that product quality, promotion, and price have a statistically significant influence on purchase decisions (Ma'ruf et al., 2024). In addition, attitudes and subjective norms shaped by digital marketing and brand trust also influence purchase decisions through purchase intention as a mediating variable. According to Putri and Marlien (2022), the indicators of purchase decision include consistency in product selection, habitual purchasing behavior, willingness to recommend the product to others, and repeat purchasing.

Purchase intention refers to consumers' psychological predisposition that expresses their readiness or willingness to purchase a product. Purchase intention is influenced by attitudes toward the product, subjective norms, and effective communication and marketing efforts, including digital content (Qastalano & Nugroho, 2024). Purchase intention functions as a mediating variable between marketing factors such as content marketing, attitudes, and norms and actual purchasing behavior. According to Pratama and Yulianthini (2022), the indicators of purchase

intention include transactional intention, referential intention, preferential intention, and exploratory intention.

The hypothesis of this research, based on literature review and previous research, is:

H1: Brand Trust has a positive and significant effect on Purchase Intiation.

H2: Product Quality has a positive and significant effect on Purchase Intention.

H3: Digital Marketing has a positive and significant effect on Purchase Intention.

H4: Brand Trust has a positive and significant effect on Purchase Decision.

H5: Product Quality has a positive and significant effect on Purchase Decision.

H6: Digital Marketing has a positive and significant effect on Purchase Decision.

H7: Purchase Intention has a positive and significant effect on Purchase Decision.

3. Method

This study employs a quantitative research method, focusing on testing hypotheses derived from a theoretical framework. Data were collected using scaled measurement instruments, targeting consumers who have purchased Aquaviva mineral water as respondents. The sample consisted of 120 individuals, selected through a nonprobability sampling approach, specifically the convenience sampling technique. This method was chosen based on respondents' willingness to participate and their accessibility (Emerson, 2021). The collected data was analyzed by using Partial Least Squares (PLS) as a component of the Structural Equation Modeling (SEM) approach. The PLS-SEM method allows researchers to simultaneously examine the relationships between variables within a complex model that comprises various constructs, indicators, and structural paths (Rahadi, 2023).

This study examines the influence of three independent variables: brand trust (BT), quality product (QP), and digital marketing (DM) on the dependent variable of purchase decision (PD), with purchase intention (PI) as an intervening variable. The relationships among these variables in determining consumer purchase decisions for Aquaviva mineral drinking water are illustrated in the conceptual framework below.
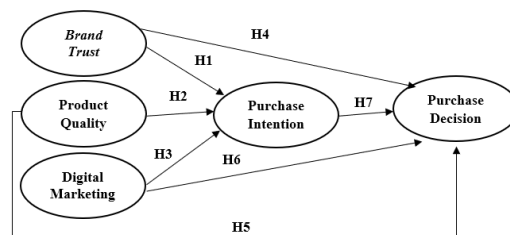

Figure 1. Conceptual Framework
(Source: Processed Data, 2025)

Following the distribution of questionnaires to 120 respondents, the collected data was first processed to analyze the demographic profiles of

the participants. This demographic breakdown included gender, age range, highest education level, occupation, and income level of Aquaviva mineral water consumers. Subsequently, the research proceeded to the instrument testing phase, which consisted of validity and reliability tests. The reliability of the measurement scales was assessed using Cronbach's Alpha. Following the validation of the instruments, the data was analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). This method was employed to evaluate the model comprising linear relationships between latent variables constructs that cannot be directly observed. As outlined by Rahadi (2023), the model evaluation in this study involves two key stages:

1. Outer Model (Measurement Model)

The outer model, or measurement model, was evaluated to confirm the validity and reliability of the constructs (Fauzan Ramadhan et al., 2025). This assessment involved three key tests: Convergent Validity measured by indicator loadings exceeding 0.7, Discriminant Validity assessed using the cross-loadings criterion, and Internal Consistency Reliability evaluated through Composite Reliability and Cronbach's Alpha, both requiring values above 0.7.

2. Inner Model (Structural Model)

The inner model, or structural model, was analyzed to examine the hypothesized relationships between the latent variables. This evaluation tested the model's predictive power and the significance of the paths. The key indicators for this assessment included: R-square (R^2) value for the endogenous constructs and Path Coefficient significance determined by examining the t-Statistics.

Following the data processing stages, the findings were analyzed to draw conclusions that directly address the research questions established at the outset.

4. Result and Discussion

The determination of the sample size was conducted using Slovin's method, which resulted in 120 respondents. Questionnaires were distributed for data collection. Subsequently, the data from the returned questionnaires were processed to identify the respondents' characteristics, as presented below:

1. Respondent Characteristics

This section describes the demographic profile of the respondents. The characteristics analyzed in this study include gender, age, highest education level, occupation, and income, as presented in Table 1.

Variable	Frequency	%
Gender		
Male	69	57,5%
Female	51	42,5%
Usia		
15-20 years	4	3,6%
21-30 years	64	53,6%
31-40 years	39	32,1%
>40 years	13	10,7%
Highest Education		
Senior High School/Vocational	47	39,3%
Diploma	9	7,1%
Bachelor's Degree (S1/D4)	55	46,4%
Master's/Doctoral (S2/S3)	9	7,1%
Occupation		
Student/University Student	17	14,3%
Civil Servant	17	14,3%
Private Sector Employee	47	39,3%
Entrepreneur	17	14,3%
Others	22	17,9%
Monthly Income		
< 1 MIllion IDR	13	10,7%
1 - 2 Million IDR	17	14,3%
2 - 3 Million IDR	22	17,9%
3 - 4 Million IDR	13	10,7%
> 4 Million IDR	55	46,4%

Table 1. Respondent Charateristic Result
(Source: Processed Data, 2025)

As detailed in Table 1, the demographic profile of the respondents is as follows: the majority were male (57.5%). The largest age group was 21-30 years old (53.6%). In terms of educational attainment, most respondents held a Bachelor's degree (S1/D4), accounting for 46.4%. Regarding occupation, the largest proportion were private sector employees (14.3%). Concerning income, the most frequent category was earnings exceeding 4 million Rupiah (46.4%).

Result

Following the processing of the recapitulated questionnaire data, the Partial Least Squares (PLS) algorithm was applied. This procedure yielded the results for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). These metrics were derived by examining the outer loadings. Indicators with outer loadings greater than 0.7 were retained, as this value confirms the establishment of convergent validity. Conversely, indicators with outer loadings below the 0.7 threshold were eliminated. The results of this indicator refinement process are presented in Table 2.

	Brand Trust (BT)	Quality Product (QP)	Digital Marketing (DM)	Purchase Intention (NB)	Purchase Intention (KP)
BT1	0,875				
BT2	0,848				
BT3	0,755				
QP2		0,845			
QP3		0,822			

DM3	0,706		
DM4	0,960		
NB3		0,898	
NB4		0,928	
KP1			0,802
KP2			0,817
KP3			0,726
KP4			0,779

Table 2. Outer Loading Result
(Source: Processed Data, 2025)

Table 2 demonstrates that every latent variable (BT, QP, DM, NB, and KP) has exhibited a loading factor exceeding 0.7, indicating the fulfillment of the Convergent Validity requirement. The next step in the evaluation process was to perform a Discriminant Validity analysis by applying the Fornell-Larcker Criterion. This procedure tests the discriminant validity of the model by comparing the square root of the Average Variance Extracted (AVE) for each construct against its correlations with other constructs.

	Cronbach's Alpha	Composite Reliability	AVE
BT	0,774	0,867	0,685
QP	0,748	0,827	0,710
DM	0,798	0,863	0,611
NB	0,762	0,820	0,695
KP	0,802	0,909	0,834

Table 3. Validity and Realibility Construcs
(Source: Processed Data, 2025)

Based on the results presented in Table 3, the measurement model fulfills all the requisite criteria for reliability and convergent validity. Specifically, all latent variables show Cronbach's Alpha and Composite Reliability values greater than 0.7, alongside AVE values above 0.5. Subsequent to meeting these prerequisites, the R-Square analysis was conducted, with the results detailed below:

Variable	R-Square
NB	0,123
KP	0,389

Table 4. R-Square Table
(Source: Processed Data, 2025)

The R-Square values, as shown in Table 4, are 0.123 for Purchase Intention (NB) and 0.389 for Purchase Decision (KP). Based on the classification by Sinta et al. (2025) where values of 0.10-0.33 are considered weak, 0.33-0.67 moderate, and ≥ 0.67 strong, the model demonstrates weak and moderate explanatory power for these constructs, respectively. Following this, the statistical significance was evaluated by examining the t-statistics, the results of which are provided in Table 5.

Hypothesis	t-statistic	P-*Value*	Conclusion
BT ▶ KP	0,045	0,964	Not significant
BT ▶ NB	2,292	0,022	Significant
QP ▶ KP	1,127	0,269	Not significant
QP ▶ NB	2,039	0,042	Significant
DM ▶ KP	2,285	0,023	Significant
DM ▶ NB	0,280	0,780	Not significant
NB ▶ KP	7,325	0,000	Significant

Table 5. Inner Model Hypothesis Test
(Source: Processed Data, 2025)

The results of the hypothesis testing for direct and indirect effects are shown in Table 5, with statistical significance determined by a t-statistic > 1.96 and a p-value < 0.05. To illustrate, Brand Trust (BT) demonstrated a significant direct effect on Purchase Intention (NB) (t-statistic = 2.292, p-value = 0.022). In contrast, its direct effect on Purchase Decision (KP) was not significant (t-statistic = 0.045, p-value = 0.964). The following stage of the analysis involved examining the relationships between the latent variables through the path coefficients of the structural model, detailed in Table 6.

Hypothesis	Path Coefficients	Conclusion
BT ▶ KP	-0,003	Negative
BT ▶ NB	0,231	Positive
QP ▶ KP	0,181	Positif
QP ▶ NB	0,028	Positif
DM ▶ KP	0,087	Positif
DM ▶ NB	0,181	Positif
NB ▶ KP	0,544	Positif

Table 6. Relationship Between Latent Variables Test
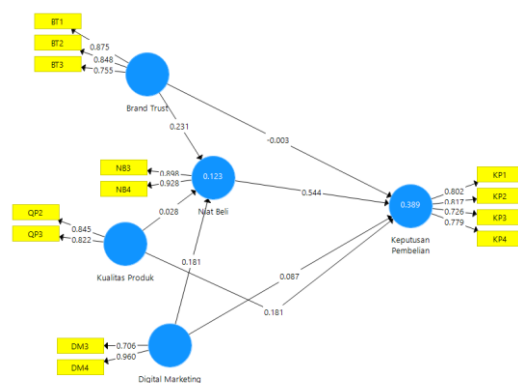(Source: Processed Data, 2025)

Figure 2. Path Coefficients Diagram
(Source: Processed Data, 2025)

Discussion

Subsequently, the hypothesis test results obtained from the Path Coefficients in the PLS Bootstrapping were interpreted, as follows:

1. The analysis for Hypothesis H1 confirms that Brand Trust (BT) has a positive and significant effect on Purchase Intention (NB), as indicated by a path coefficient of 0.231, a t-statistic of 2.292, and a p-value of 0.022. This finding aligns with the study by Nasrullah et al. (2022), which posits that superior brand trust positively influences the increase in consumers' purchase intention.

2. Hypothesis H4, predicting a significant effect of Brand Trust on Purchase Decision, is not supported. The path coefficient is negative and non significant (β = -0.003, t = 0.045, p =

0.964). This finding is in line with Watulingas et al. (2022), which indicated that brand trust does not directly translate to purchase decisions. The aforementioned study highlights that companies therefore employ direct strategies such as transparency, valuable content, authentic communication, and corporate social responsibility to build brand trust and ultimately influence consumer behavior.

3. The results for Hypothesis H2 indicate that Quality Product (QP) has a positive and significant influence on Purchase Intention (NB) supported by a path coefficient of 0.028, a t-statistic of 2.039, and a p-value of 0.042. This finding is consistent with the research by Munafis (2024), which revealed that higher product quality increases the likelihood of consumer purchase. This finding underscores the importance for companies to focus on product quality enhancement, as it can directly boost sales and strengthen customer loyalty.

4. Conversely, the analysis for Hypothesis H5 demonstrates that Quality Product (QP) has a positive but non-significant effect on Purchase Decision (KP) (β = 0.181, t = 1.127, p = 0.269). This result aligns with the study by Kharisma & Hutasuhut (2019), which found that consumers may not rely on product quality to make a purchase decision. The authors argue that this is because consumers often cannot directly assess product quality prior to purchase, especially for products like bottled water where the benefits are often abstract or long-term.

5. The analysis for Hypothesis H3 indicates that Digital Marketing has a positive but non-significant effect on Purchase Intention (β = 0.181, t = 0.280, p = 0.780). This finding aligns with Lifani et al. (2022), who suggest that while digital marketing can aid in building purchase intention, other supporting factors—such as product quality, brand awareness, and complementary marketing strategies—may be necessary to produce a strong and significant impact.

6. In contrast, Hypothesis H6, which posits a positive influence of Digital Marketing on Purchase Decision, is supported. The results show a significant relationship (β = 0.087, t = 2.285, p = 0.023). This corroborates the findings of Sopiyan (2022), who revealed that an increase in the intensity of digital marketing activities is followed by a rise in purchase decisions.

7. The results for Hypothesis H7 confirm that Purchase Intention has a positive and significant effect on Purchase Decision (β = 0.544, t = 0.735, p = 0.000). This result is consistent with the study by Ayumi & Budiatmo (2021), which established that purchase intention is a positive and significant predictor of purchase decision, thereby making it a crucial aspect of marketing and product development strategies to effectively drive consumer purchasing behavior.

5. Conclusion and Recommendations

Conclusion

Referring to the result of analysis, it can be concluded that purchase intention plays a highly crucial and significant role as a mediator in the consumer decision making process. The analytical results of this study identify complex relational dynamics within the structural model. First, brand trust and product quality were proven to have no direct effect on purchase decisions. However, these two variables significantly build consumer purchase intention, which ultimately has a positive and significant effect on driving purchase decisions. This indicates that trust in the brand and perceptions of Aquviva's product quality operate indirectly, they must first go through the stage of intention formation before being able to convert into an actual purchase decision.

Second, the digital marketing strategy for the Aquviva product demonstrates a dualistic influence. On one hand, digital marketing was not significant in building purchase intention. This indicates that the digital content executed may be more informative and focused on creating awareness rather than building an emotional desire to purchase. On the other hand, digital marketing shows a positive and significant direct influence on the purchase decision. This finding implies that exposure through digital channels such as social media ads, websites, or e-commerce platforms is effective in triggering impulsive actions or facilitating the final purchase process without necessitating a prior stage of deep intentional consideration. Overall, this research model confirms that purchase intention is a vital mediating mechanism, where brand trust and product quality are its foundational pillars, while digital marketing functions as a final accelerator (closer) in the sales conversion.

Recommendations

Based on the synthesis of the analytical re-sults and research findings, several relevant stra-tegic implications for business development can be identified and recommended to Aquviva's management to enhance its marketing and sales performance, as follows:

1. Strengthening the Role of Purchase Intention through Trust and Quality-Focused Commu-nication to leverage brand trust and product quality as the primary drivers of purchase in-tention, Aquviva should pivot its marketing communication strategy to more prominently highlight trust-building aspects. Messaging should consistently reinforce product quality, reliability, and brand credibility to solidify the foundation of consumer purchase intention.

2. Revolutionizing Digital Marketing Strategy from awareness to engagement: The finding that digital marketing does not significantly in-fluence purchase intention indicates a gap be-tween brand awareness and consumer inter-est. Aquviva needs to optimize its digital strategy to move beyond mere audience

reach and foster deeper emotional engagement. Content should be designed to create desire, build community, and connect with consumers on a values-driven level, thereby bridging the awareness-to-intention gap.

3. Facilitating the Conversion from Purchase Intention to Purchase Decision given that digital marketing exerts a direct influence on the purchase decision, Aquviva must ensure that all digital touchpoints are optimized to streamline the transaction process. This includes creating a seamless user experience (UX) on websites and e-commerce platforms, implementing one-click purchasing options, ensuring clear and visible calls-to-action (CTAs), and simplifying the checkout process to capitalize on both intentional and impulsive buying behaviors.

By implementing these recommendations, Aquviva can construct a more robust marketing funnel. This funnel would start by building trust and quality perceptions, which are then converted into purchase intention, and are finally accelerated into a purchase decision through a precisely targeted digital strategy. Future research is recommended to investigate the roles of other mediator or moderator variables, such as price perception or brand loyalty, to further elucidate the indirect influence mechanisms identified in this study.

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