

THE INFLUENCE OF BRAND AWARENESS, BRAND TRUST AND SALES PROMOTION ON DECISIONS TO PURCHASE LE MINERALE PACKAGED DRINKING WATER (AMDK) IN DKI JAKARTA

Arina Izataki¹, Suadi Sapta Putra², Kumba Digdowiseiso^{3*}

Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Nasional Jakarta^{1,2,3}

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ABSTRACT

This research aims to determine the influence of brand awareness, brand trust and sales promotion on purchasing decisions for Le Minerale bottled drinking water (AMDK) in DKI Jakarta. The sample and research consisted of 100 respondents who made purchasing decisions in DKI Jakarta. This research uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 23.0 program. From the results of the t test, this research shows that Brand Awareness (X1) has a positive and significant influence on purchasing decisions. This can be seen from the results of the t test where (tcount is 6.694 > 1.660 t table) and its significance is (0.000 < 0.05). Brand Trust (X2) has a positive and significant influence on Purchasing Decisions, this can be seen from the results of the t test where (tcount 2.931 > 1.660 ttable) and its significance (0.004 < 0.05). Sales Promotion (X3) has a positive and significant influence on Purchasing Decisions, this can be seen from the results of the t test where (tcount 2.115 > 1.660 ttable) and its significance (0.037 < 0.05). In this way, it can be concluded that Brand Awareness, Brand Trust and Sales Promotion have a positive and significant influence on purchasing decisions.

E-mail:

arinaizataki2@gmail.com
suadi.putra@civitas.unas.ac.id
kumba.digdo@civitas.unas.ac.id

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1. INTRODUCTION

Water is a basic human need that must be met. Even from ancient times, it was easier for a person to survive without food than without water to drink. However, as time progresses, people's access to clean and hygienic drinking water is increasingly limited. Moreover, as water sources become increasingly dirty, many people have to rely on gallons or bottled water for drinking water.

Le Minerale is a brand of bottled drinking water (AMDK) in Indonesia produced by PT Tirta Fresindo Jaya which is a subsidiary of Mayora Indah which operates in the beverages sector. Le Minerale has been present to serve the needs of Indonesian consumers since 2015. Even though it is only 5 years old, Le Minerale continues to experience development.

Very tight competition in bottled drinking water (AMDK) products is a challenge in itself. It can be seen that many companies produce bottled drinking water (AMDK) with various brands on the market such as Aqua, Ades, Club and Cleo. The following is the condition of Le Minerale's competition with its competitors as seen in the Top Brand Index table from 2019 to 2021 as follows:

Table 1 Top Brand Index Le Minerale 2019-2021

Brand	2019	2020	2021
Aqua	61.0%	61.5%	62.5%
Ades	6.0%	7.8%	7.5%
Club	5.1%	6.6%	5.8%
Le Minerale	5.0%	6.1%	4.6%
Cleo	4.7%	3.7%	3.7%

Source: Data processed from the Top Brand Index

Table I.1 shows that Le Minerale experienced fluctuating graphs from 2019 to 2021. In 2019 Le Minerale controlled the market share with a percentage of 5.0%. The following year Le Minerale increased to 6.1%. In 2021 Le Minerale experienced a very drastic decline, reaching 1.5% to 4.6%. Le Minerale's bottled drinking water (AMDK) product is in fourth position on the Top Brand Index where the share of bottled drinking water (AMDK) is still less competitive than Aqua, Ades and Club. In 2021, the top position in the Top Brand Index will still be held by Aqua bottled drinking water (AMDK) at 62.5%. Meanwhile, Le Minerale bottled drinking water (AMDK) products are in fourth position, namely at 4.6%. This shows that Le Minerale's existence is still far behind its main competitors.

Competition in the bottled drinking water (AMDK) market share in Indonesia is very large, where Aqua is the main competitor, so Le Minerale needs a good marketing strategy for its competitors. The description of the problems in Le Minerale's market share can describe the behavior of Le Minerale consumers in purchasing decisions. The fluctuating problem of Le Minerale bottled drinking water (AMDK) from 2019 to 2021 can be influenced by Brand Awareness, Brand Trust, and Sales Promotion.

In consumer goods purchasing decisions, there are often more than two parties involved in the purchasing exchange process. Purchasing decisions in this research are actions taken by a consumer in making a decision to purchase a product through various considerations. An important aspect that influences purchasing decisions is Brand Awareness. Apart from social media, Brand Awareness can influence purchasing decisions. Brand Awareness according to (Durianto et al, 2018) defines the ability of a potential buyer to recognize and recall a brand as part of a certain product category.

Meanwhile, according to (Tjiptono, 2018) brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category. Another important aspect is that trust in a brand (Trista et al., 2015) plays an important role in consumer purchasing decisions. In this case, consumers believe that a brand that has a positive image is a guarantee of product quality. Consumers will always buy products to fulfill their needs, but which products they buy and how they make decisions will be closely related to their feelings about the brands on offer.

The last important aspect is Sales Promotion (Sales Promotion) According to (Steffy Andreani Kosim, 2019). Sales Promotion (Sales Promotion) is a marketing activity, which consists of short-term incentives to encourage the purchase or sale of products and services. Meanwhile, advertising offers reasons to buy a product and service, sales promotion offers incentives to buy the product and service. This sales promotion is also very influential in purchasing decisions. The decision to purchase Le Minerale bottled drinking water (AMDK) in DKI Jakarta is to encourage all the people of DKI Jakarta to try the product Le Minerale bottled drinking water (AMDK) so that it spreads quickly and the public knows about the existence of Le Minerale bottled drinking water (AMDK).

2. METHOD

The object used in this research is the decision to purchase Le Minerale bottled drinking water (AMDK) which is influenced by Brand Awareness, Brand Trust and Sales Promotion. This research uses primary data with data collection methods through questionnaires distributed to 100 respondents. The sampling technique in this research uses nonprobability sampling, which is a sampling technique that does not provide a chance for each element or member of the population to be selected as a sample in the form of purposive sampling. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 23.0 program.

3. RESULTS AND DISCUSSION

RESEARCH RESULT

Description of Research Data

The object of research in this study is purchasing decisions which are influenced by Brand Awareness, Brand Trust and Sales Promotion on Le Minerale Bottled Drinking Water (AMDK) products in DKI Jakarta. The target objects of this research are Brand Awareness, Brand Trust and Sales Promotion. This research uses multiple linear analysis with SPSS Version 23 tools. For the purposes of descriptive analysis, respondent characteristics are included, respondent characteristics are data regarding the respondent's personal data. These characteristics are needed to make it easier for researchers to analyze respondents, so that the characteristics of the majority and minority respondents can be identified. Such as age, education, occupation and income.

A Brief History of the Company

General description

Le Minerale is a brand of bottled drinking water (AMDK) in Indonesia produced by PT Tirta Fresindo Jaya which is a subsidiary of Mayora Indah which operates in the beverages sector. Apart from Le Minerale, this company also produces Teh Pucuk Harum, Kopi 78 and Q Guava. Le Minerale has been present to serve the needs of Indonesian consumers since 2015. Le Minerale factories themselves have been built in several regions in Indonesia. Several factories include five factories that have been established, namely in Ciawi, Sukabumi, Pasuruan, Medan and Makassar. As well as two new factories in Cianjur and Palembang at the end of 2016. All Le Minerale factories have gone through research on each aspect starting from the Agriculture Service, Spatial Planning and Environment Service, Public Works Service, and other agencies. Once it was feasible to stand, the Le Minerale factory was established which was not far from the Le Minerale water source.

Le Minerale Bottled Drinking Water (AMDK).

Le Minerale is hygienic because it is bottled directly from the Le Minerale spring, the combination of minerals is right for the body, uses mineral protection system technology, to protect the natural mineral content, and has a bottle cap (seal cap) to prevent counterfeiting and maintain the mineral content. intact until it reaches the hands of the Indonesian people. On the market, Le Minerale is produced in various sizes, namely 330ml, 600ml and 1500ml. Le Minerale's packaging includes a halal logo from MUI so it is safe for consumption. Even though Le Minerale is still a new player in the bottled drinking water (AMDK) industry.

Respondent Description

To obtain an overview of the characteristics of the respondents, the following will explain the identities of the respondents based on the respondent's age, the respondent's gender, the respondent's occupation, and the respondent's monthly income. For the purposes of collecting data as analysis material by considering the situation and conditions faced, this sampling was carried out on 100 sample people. This researcher used quantitative analysis with a data collection method using a questionnaire distributed to Le Minerale bottled drinking water (AMDK) respondents.

Characteristics of Respondents Based on Age

The results of research on 100 respondents or samples, namely users of Le Minerale safe drinking water (AMDK) products, revealed the percentage of respondents based on age, so the results were obtained as in the following table:

Table 2 Characteristics of Respondents Based on Age

Age	Number of Respondents	Percentage
17 - 27	93	93%
28 - 38	4	4%
39 - 49	2	2%
>50	1	1%

Source: Data processed from
questionnaire results, processed
2022

Based on table 2, it can be seen that the number of respondents for Le Minerale Bottled Drinking Water (AMDK) products aged 17 - 27 years was 93 people or 93%, then respondents aged 28 - 38 years were 4 people or 4%, then respondents aged 39 - 49 years were 2 people or 2% and respondents aged over 50 years were 1 person or 1%.

Characteristics of Respondents Based on Gender

The results of research on 100 respondents who use Le Minerale Bottled Drinking Water (AMDK) products show that the amount of data and percentages based on gender are as follows:

Table 3 Characteristics of Respondents Based on Gender

Gender	Number of Respondents	Percentage
Woman	76	76%
Man	24	24%

Source: Data processed from questionnaire results, processed 2022

Based on table 3, it can be seen that the number of respondents for Le Minerale Bottled Drinking Water (AMDK) products based on gender level, namely 76 women or 76%, then the number of male respondents was 24 people or 24%.

Characteristics of Respondents Based on Job Level

The results of research on 100 respondents who use Le Minerale Bottled Drinking Water (AMDK) products show that the numbers and percentages based on job level are as follows:

Table 4 Respondent Characteristics Based on Job Level

Job Level	Number of Respondents	Percentage
Student/Students	67	67%
Government employees	3	3%
Private employees	16	16%
Other	14	14%

Source: Data processed from questionnaire results, processed 2022

Based on table 4, it can be seen that the number of respondents for Le Minerale Bottled Drinking Water (AMDK) products based on job level, namely student respondents was 67 people or 67%, then civil servant respondents were 3 people or 3%, then civil servant respondents were 3 people or 3%. The private sector was 16 people or 26%, and the other respondents were 14 people or 14%.

Characteristics of Respondents Based on Income Level

The results of research on 100 respondents who use Le Minerale Bottled Drinking Water (AMDK) products show that the numbers and percentages based on income level are as follows:

Table 5 Characteristics of Respondents Based on Income Level

Income	Number of Respondents	Percentage
Rp.0 – Rp.3,000,000	75	75%
Rp. 3,100,000 – Rp. 6,000,000	20	20%
Rp. 6,100,000 – Rp. 9,000,000	4	4%
>Rp. 9,100,000	1	1%

Source: Data processed from questionnaire results, processed 2022

Based on table 5, it can be seen the number of respondents for Le Minerale Bottled Drinking Water (AMDK) products based on income level, namely R0. 0 – Rp. 3,000,000 as many as 75 people or 75%, then the number of respondents with an income of Rp. 3,100,000 – Rp. 6,000,000 as many as 20 people or 20%, then the number of respondents with income IDR/ 6,100,000 – IDR. 9,000,000 as many as 4 people or 4% and the number of respondents with income >Rp. 9,100,000 for 1 person or 1%.

Perception Level Analysis

Brand Awareness, Brand Trust and Sales Promotion analysis of purchasing decisions is an analysis taken from questionnaire data distributed to Le Minerale Bottled Drinking Water (AMDK) consumers in DKI Jakarta. This research was conducted to determine the influence of Brand Awareness, Brand Trust and Sales Promotion on purchasing decisions based on quantitative results using a Likert scale.

Table 6 Likert Scale

Answer Categories	Score Value
Strongly Agree (SS)	5
Agree (S)	4
Doubtful (RG)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Sugiyono (2017:94)

Based on the statements in the questionnaire that was submitted to 100 respondents, various responses were obtained for the variables Brand Awareness (X1), Brand Trust (X2), Sales Promotion (X3) regarding purchasing decisions (Y). data analysis in research using statistical calculation methods and IBM SPSS 23 program tools, with the following results:

AverageTotal Mean Brand Awareness (X1)

The average value of each indicators in the Brand Awareness variable (X1) can be seen in table 4.10 as follows:

Table 7 AverageTotal Mean Brand Awareness (X1)

Statement	Mean
Brand Recall	4.01
When I was asked about the brand of Bottled Drinking Water (AMDK), So Le Minerale is the first brand that I remember.	

Brand Recognition	3.86
When I need mineral water, I will buy the Water brand Bottled Drinks (AMDK) Le Minerale.	
Consumption	3.88
When asked about Bottled Drinking Water (AMDK), brand The first one I call the Le Minerale Bottled Drinking Water (AMDK) brand.	
Total Score Mean	11.75
AverageTotal Mean Brand Awareness (X1)	3.91

Source: Data processed from questionnaire results, processed in 2022

Based on table 7, it shows that of the 100 respondents studied, the total mean score for Brand Awareness (X1) in general was 3.91. This figure shows that for every indicator of the Brand Awareness variable that was asked to respondents, the answer was at least good. Of the three statements, the highest mean is in the first indicator, namely "When I was asked about the brand of bottled drinking water (AMDK), Le Minerale was the first brand that I remembered." with a score of 4.01. Meanwhile, the lowest mean is found in the second indicator, namely "When I need mineral water, I will buy the Le Minerale bottled drinking water (AMDK) brand." with a score of 3.86.

AverageTotal Mean Brand Trust (X2)

The average value of each indicator in the Brand Trust variable (X2) can be seen in table 4.11 as follows:

Statement	Mean
Dimensions of Viability(ability)	4.00
I believe that the brand of Bottled Drinking Water (AMDK) Le Minerale has many benefits to offer.	
Dimensions of Intentionality	3.74
I believe in drinking bottled water (AMDK) Le Minerale brand is very safe for the body.	
Total Score Mean	7.74
AverageTotal Mean Band Trust (X2)	3.87

Source: Data processed from questionnaire results, processed 2022

Based on table 8, it shows that out of 100 respondents studied. The total mean Brand Trust (X2) score in general is 3.87. This figure shows that for every indicator of the Brand Trust variable that was asked to respondents, the answer was at least good. of the two statements, the highest mean is in the first indicator, namely "I believe that drinking Le Minerale brand bottled drinking water (AMDK) is very safe for the body" with a score of 4.00, while the lowest mean is in the second indicator, namely "I believe that the Water brand Le Minerale Bottled Drink (AMDK) has many benefits to offer" with a score of 3.74.

AverageTotal Mean Sales Promotion (X3)

The average value of each indicator in the Sales Promotion (X3) variable can be seen in table 4.12 as follows:

Statement	Mean
Promotion Quality	4.03
In my opinion, distributing samples of Le Minerale Bottled Drinking Water (AMDK) is very profitable and makes me happy get to know more about Le Minerale Bottled Drinking Water (AMDK).	
Promotion Time	4.04
In my opinion, the distribution time for Le Minerale Bottled Drinking Water (AMDK) samples was quite long and made me interested consuming Le Minerale.	
Determination or Conformity	4.00
I feel happy with the sampling promotion provided by Le Minerale Bottled Drinking Water (AMDK).	
Total Score Mean	12.07
AverageTotal Mean Sales Promotion (X3)	4.02

Source: Data processed from questionnaire results, processed 2022

Based on table 9, it shows that of the 100 respondents studied. The general mean Sales Promotion (X3) score is 4.02. This figure shows that for every indicator of the Sales Promotion variable that was asked to respondents, the answer was at least agreeable. Of the three statements, the highest mean is in the second indicator, namely "In my opinion, the time for distributing samples of Le Minerale Bottled Drinking Water (AMDK) is quite long and makes me interested in consuming Le Minerale" with a score of 4.04. Meanwhile, the lowest mean is in the third indicator, namely "I feel happy with the sampling promotion provided by Le Minerale Bottled Drinking Water (AMDK)" with a score of 4.00.

AverageTotal Mean Purchase Decision (Y)

The average value of the dependent variable indicator Purchase Decision (Y) can be seen in table 4.13 as follows:

Table 10 AverageTotal Mean Purchase Decision (Y)

Statement	Mean
According to the needs	3.40
I bought Le Minerale Bottled Drinking Water (AMDK) because the product offered is exactly what I need.	
Has Benefits	3.48
I decided to buy bottled drinking water (AMDK) Le Minerale because it has good benefits for me.	
Decisions in Purchasing Products	3.64
I bought Le Minerale Bottled Drinking Water (AMDK) because Le Minerale Bottled Drinking Water (AMDK) has best quality and affordable price.	
Repeat Purchases	3.90
I will always buy Deep Drinking Water products again Packaging (AMDK) Le Minerale.	
Total Score Mean	14.42
AverageTotal Mean Purchase Decision (Y)	3.60

Source: Data processed from questionnaire results, processed in 2022

Based on table 10, it shows that out of 100 respondents studied. The mean score for Purchasing Decisions (Y) in general is 3.60. This figure shows that for each indicator of the Purchase Decision variable that was asked to the respondent, the answer was at least agreeable. Of the four statements, the highest mean is found in the fourth indicator, namely "I will always repurchase Le Minerale Bottled Drinking Water (AMDK) products" with a score of 3.90. Meanwhile, the lowest mean is in the first indicator, namely "I bought Le Minerale Bottled Drinking Water (AMDK) because the product offered was exactly what I needed" with a score of 3.40.

Research Analysis Results

Test Research Instruments

a. Validity test

The validity and reliability tests that will be carried out in this research will use a sample of 100 respondents. The validity test was carried out to test whether the details of the questionnaire proposed as an instrument in this research were suitable for use. The calculation is by comparing the calculated r with the r table. If the calculated r has a value greater than the r table where the correlation coefficient is more than 0.195 then the entire statement is declared valid so it can be used in this research.

1) Brand Awareness Variable (X1)

Below are the results of the validity test calculation which consists of 3 statements of the Brand Awareness variable (X1) using IBM SPSS 23. As a tool to help calculate a sample of 100 respondents, the following results were obtained:

Table 11 Brand Awareness Validity Test Results (X1)

Questionnaire	r count	r table	Information
Item 1_X1	0.762	0.196	Valid
Item 2_X1	0.816	0.196	Valid
Item 3_X1	0.749	0.196	Valid

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on the results of table 11 above, it can be seen that all the questionnaire items submitted have a Corrected Item-Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.196, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Brand Awareness instrument (X1) was found in the second statement of 0.816, while the smallest value was found in the first statement with a value of 0.762. From the overall output results of the Validity Test submitted using IBM SPSS 23 as a calculation tool for the Brand Awareness variable (X1), it is declared valid so that all statement items from the Brand Awareness variable (X1) can be used for the next stage.

2) Brand Trust Variable (X2)

Below are the results of the Validity Test calculation which consists of 2 Brand Trust (X2) variable statements using the IBM SPSS 23 program as a tool to calculate a sample of 100 respondents, so that the following results are obtained:

Table 12 Brand Trust Validity Test Results (X2)

Questionnaire	r count	r table	Information
Item 1_X2	0.534	0.196	Valid
Item 2_X2	0.534	0.196	Valid

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on the results of table 12 above, it can be seen that all the questionnaire items submitted have a Corrected Item-Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.196, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Brand Trust instrument (X2) was found in the first and second statements of 0.534. From the overall output results of the Validity Test submitted using IBM SPSS 23 as a calculation tool for the Brand Trust (X2) variable, it is declared valid so that all statement items from the Brand Trust (X2) variable can be used for the next stage.

3) Sales Promotion Variable (X3)

Below are the results of the validity test calculation which consists of 3 statements of the Sales Promotion variable (X3) using IBM SPSS 23 as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

Table 13 Sales Promotion Validity Test Results (X3)

Questionnaire	r count	r table	Information
Item 1_X3	0.695	0.196	Valid
Item 2_X3	0.659	0.196	Valid
Item 3_X3	0.690	0.196	Valid

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on the results of table 13 above, it can be seen that all the questionnaire items submitted have a Corrected Item-Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.196, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Sales Promotion (X3) instrument is found in the first statement at 0.695, while the smallest value is found in the second statement with a value of 0.659. From the overall output results of the Validity Test submitted using IBM SPSS 23 as a calculation tool for the Sales Promotion (X3) variable, it is declared valid so that all statement items from the Sales Promotion (X3) variable can be used for the next stage.

4) Purchase Decision Variables

Below are the results of the validity test calculation which consists of 4 statements of the Purchase Decision variable (Y) using IBM SPSS 23. As a tool to help calculate a sample of 100 respondents, the following results were obtained:

Table 14 Purchasing Decision Validity Test Results (Y)

Questionnaire	r count	r table	Information
Item 1_Y	0.759	0.196	Valid
Item 2_Y	0.792	0.196	Valid
Item 3_Y	0.766	0.196	Valid
Item 4_Y	0.681	0.196	Valid

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on the results of table 14 above, it can be seen that all the questionnaire items submitted have a Corrected Item-Total Correlation value that is greater than the r table value in the N-100th sample,

namely 0.196, which means that the overall r count $>$ r table. From the output of the Validity Test, the largest coefficient value for the Purchase Decision instrument (Y) is found in the second statement of 0.792, while the smallest value is found in the third statement with a value of 0.766. From the overall output results of the Validity Test submitted using IBM SPSS 23 as a calculation tool for the Purchasing Decision variable (Y), it is declared valid so that all statement items from the Purchasing Decision variable (Y) can be used for the next stage.

b. Reliability Test

Reliability Test is a test used to determine the consistency of a measuring instrument, whether the measuring instrument can be relied upon for further use. After the Validity Test is declared Valid, a Reliability Test is then carried out using the Cronbach's Alpha formula. Where an instrument can be said to be reliable if it has a reliability coefficient or alpha of more than 0.6. Reliability Test Results are presented in the table below:

Table 15 Instrument Reliability Test Results Brand Awareness Variables (X1), Brand Trust (X2), Sales Promotion (X3) and Purchase Decision (Y)

No	Variable	Reliability	Alpha	Information
1	Brand Awareness(X1)	0.881	0.6	Reliable
2	Brand Trust(X2)	0.696	0.6	Reliable
3	Sales Promotion(X3)	0.823	0.6	Reliable
4	Purchase Decision (Y)	0.879	0.6	Reliable

Source: IBM SPSS 23 Primary Data. Processed 2022

From the results of data processing carried out with the IBM SPSS 23 program as a calculation tool, in table 15 above it can be said that the total of the questionnaire items for each variable is Brand Awareness (X1), Brand Trust (X2), Sales Promotion (X3) and Purchase Decision (Y) in this study is reliable as shown by the Cronbach's alpha value of all variables having a good value, namely above 0.6. So it can be interpreted that all the values of this research variable are said to be good and acceptable, as seen from the Reliability statistical output, namely the Cronbach's alpha value of all variables above the good level.

1) Classic assumption test

In this research, the classical assumption test was carried out with four tests, namely, Normality Test, Multicollinearity Test, Heteroscedasticity Test and Autocorrelation Test with a sample size of 100 respondents.

a. Normality test

One Sample Kolmogorov – Smirnov Test, or Normality Test is used to determine the population distribution, whether it follows a theoretical distribution (normal, Poisson, or uniform). Which aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution. Distribution data is said to be normal if the significance is $>\alpha = 0.05$ and if vice versa $<\alpha = 0.05$, then it is said to be not normal. Below is a table of results from the Normality Test in this study

Table 16 Normality Test Output
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,88293055
Most Extreme Differences	Absolute	,066
	Positive	,035
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: IBM SPSS 23 Primary Data. Processed 2022

The results from table 16 above show the Asymp Sig value. (2-tailed) is 0.200d. This means that the regression model in this study of the dependent and independent variables has a normal sample distribution based on the significance value $> \alpha = 0.05$. So it can be said that the distribution of purchasing decision results originating from Brand Awareness, Brand Trust and Sales Promotion is normally distributed at the significance level $\alpha = 0.05$.

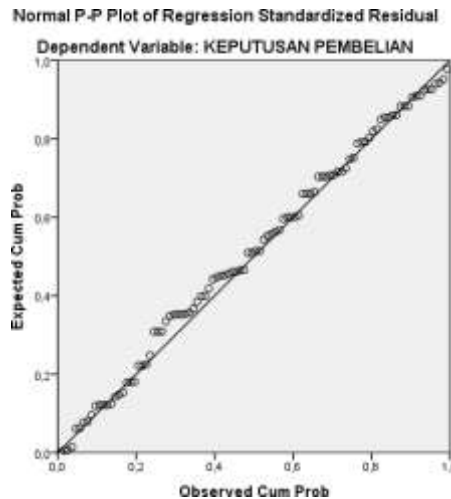


Figure 1 Normal P-Plot of Regression Standardized Residual Source: Primary Data IBM SPSS 23. Processed 2022

In Figure 1 Normal P-Plot of Regression Standardized Residual is said to be normal if the points follow the diagonal line, therefore the picture above is said to be normal. That the distribution of Purchase Decision results originating from Brand Awareness, Brand Trust and Sales Promotion has been distributed normally.

b. Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship or variance inflation factor (VIF) value. If the Tolerance value is > 0.1 or $VIF < 10$, then it can be said that there is no multicollinearity in the model being studied. To find out whether multicollinearity occurs, you can see table 4.16 below:

Table 17 Multicollinearity Test Output

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,195	1,509		-,792	,430		
	BRAND AWARANESS	,768	,115	,565	6,694	,000	,531	1,883
	BRAND TRUST	,488	,167	,247	2,931	,004	,533	1,876
	SALES PROMOTION	,233	,110	,134	2,115	,037	,941	1,063

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on table 17 (Coefficients) it can be seen that the Variance Inflation Factor (VIF) for each independent variable has the following values:

- The VIF value for the Brand Awareness variable (X1) is $1.883 < 10$ and the tolerance value is $0.531 > 0.10$.
- The VIF value of the Brand Trust variable (X2) is $1.876 < 10$ and the tolerance value is $0.533 > 0.10$.
- The VIF value of the Sales Promotion variable (X3) is $1.063 < 10$ and the tolerance value is $0.941 > 0.10$. Thus, it can be concluded that the regression equation model does not have multicollinearity and can be used in this research.

c. Heteroscedasticity Test

In a good Heteroscedasticity Regression Test, heteroscedasticity should not occur. This test aims to test whether a regression model has unequal variances from one observation to another. A good regression model is one that is homoscedastic, or does not have heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the Glejser Test where the test results can be seen in the table below:

Table 18 Glejser Test Output

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,638	,918		1,784	,078
	BRAND AWARANESS	,022	,070	,043	,310	,757
	BRAND TRUST	-,110	,101	-,151	-1,089	,279
	SALES PROMOTION	,037	,067	,057	,546	,586

a. Dependent Variable: ABS_RES

Source: IBM SPSS 23 Primary Data. Processed 2022

Table 18 above explains that the results of each independent variable, namely Brand Awareness (X1), Brand Trust (X2) and Sales Promotion (X3), using the Gletjer model, obtained significant results greater than 0.05, which means that the data in this study did not occur. heteroscedasticity problem so that this research can be continued.

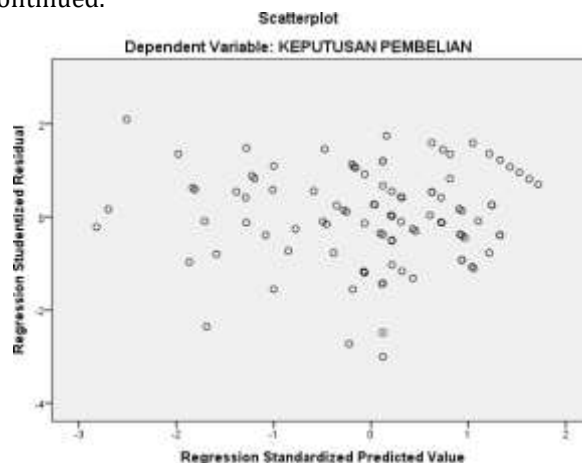


Figure 2 Scatterplots

Source: IBM SPSS 23 Primary Data. Processed 2022

In Figure 2 the points do not form a clear pattern, spreading up and down the number 0 which means there is no heteroscedasticity in this study.

d. Autocorrelation Test

Autocorrelation is a situation where there is a strong correlation between one observation and another observation arranged according to a time series. The Autocorrelation Test aims to test whether in the linear regression model there is a correlation between confounding errors in the current period and confounding errors in the previous period. A good regression equation is one that does not have autocorrelation. If autocorrelation occurs then the equation is not good for production use. One measure to determine whether there is an autocorrelation problem is to use the Durbin - Watson (DW) Test. Where the results of the autocorrelation tester can be seen in the table below:

Table 19 Autocorrelation Test Output

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,798 ^a	,637	,625	1,91213	2,164

a. Predictors: (Constant), SALES PROMOTION, BRAND TRUST, BRAND AWARENESS

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: IBM SPSS 23 Primary Data. Processed 2022

Based on table 4.22, it can be explained that the Durbin - Watson value is 2.164. where the K value or number of independent variables is 3 and the N value or number of respondents = 100. So we get the dL value = 1.6131 and the dU value = 1.7364 then the 4-dU value = 2.2636. If it is included in the criteria, the results obtained are $dU < DW < 4 - dU$ ($1.7364 < 1.845 < 2.2636$), which means that the regression model obtained does not have autocorrelation.

Multiple Linear Regression Analysis

Multiple Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y) where the independent variables are Brand Awareness (X1), Brand Trust (X2) and Sales Promotion (X3) as well as the dependent variable is the Purchase Decision (Y). In calculating the regression coefficients in this study using IBM SPSS Version 23. Below are the output results presented in table 4.19 as follows:

Table 20 The Influence of Brand Awareness, Brand Trust and Sales Promotion on the Decision to Purchase Le Minerale Bottled Drinking Water (AMDK) in DKI JAKARTA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,195	1,509		-,792	,430
	BRAND AWARENESS	,768	,115	,565	6,694	,000
	BRAND TRUST	,488	,167	,247	2,931	,004
	SALES PROMOTION	,233	,110	,134	2,115	,037

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 20, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows: $Y = 0.565 X1 + 0.247 X2 + 0.134 X3$

Information :

Y = Purchase Decision X3 = Sales

Promotion

X2 = Brand Trust

X1 = Brand Awareness

The interpretation of the results of this equation is as follows:

- The Brand Awareness regression coefficient (X1) is 0.565 with a positive sign, meaning that the higher the Brand Awareness, the more purchasing decisions will increase.
- The Brand Trust regression coefficient (X2) is 0.247 with a positive sign, meaning that the higher the Brand Trust, the more purchasing decisions will increase.
- The Sales Promotion regression coefficient (X3) is 0.134 with a positive sign, meaning that the higher the Sales Promotion, the more purchasing decisions will increase.

Model Feasibility Test

a. F test

To test the significance of the influence of the independent variables, namely Brand Awareness, Brand Trust and Sales Promotion, on the dependent variable, namely purchasing decisions, the ANOVA test (F Test) is used. The test results using a significance level of 0.05 are as follows:

Table 21 Model Feasibility Test Output (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	615,363	3	205,121	56,102	,000 ^b
	Residual	350,997	96	3,656		
	Total	966,360	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), SALES PROMOTION, BRAND TRUST, BRAND AWARENESS

As shown in the ANOVA table data output in Table 21 above, it can be explained that the calculated F value is 56.102 with a sig value of 0.000. Based on the results of calculations assisted by the IBM SPSS 23 program, the value sig = (0.000) is obtained which is smaller than the alpha or error limit level obtained, namely 5% ($\alpha = 0.05$). The meaning of the sig value in the ANOVA table is that the model is said to be significant because it is below the specified alpha value limit of $0.000 < 0.05$. So it can be concluded that in this research the model is said to be significant and suitable for use in this research based on the sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

b. Coefficient of Determination (R²)

The Determination Coefficient (R²) is used to determine how much the independent variable developed in the research is able to explain the dependent variable.

Table 22 Determination Coefficient Output (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,798 ^a	,637	,625	1,91213

a. Predictors: (Constant), SALES PROMOTION, BRAND TRUST, BRAND AWARENESS

Source: IBM SPSS 23 output. Processed 2022

In table 22 it can be seen that the coefficient of determination (R²) is 0.625. This means that the relationship between the independent variable and the dependent variable is 62.5%, which means that 62.5% of the variance in purchasing decisions is influenced by the Brand Awareness, Brand Trust and Sales Promotion variables, while 37.5% is explained by other external factors. regression model analyzed in the research.

c. Hypothesis Test (t Test)

This test is used to determine the significance of the influence of individual independent variables on the dependent variable. This influence can be estimated with the significant value and t count obtained. To find out whether Brand Awareness (X₁), Brand Trust (X₂) and Sales Promotion (X₃) have a significant effect on Purchasing Decisions (Y). The examiner uses a significance level of 0.05 with the criteria below:

- If tcount and sig < $\alpha = 0.05$ then H₀ is rejected and H_a is accepted, meaning that Brand Awareness, Brand Trust and Sales Promotion have a positive and significant effect on Purchasing Decisions.
- If tcount and sig < $\alpha = 0.05$ then H₀ is accepted. Brand Awareness, Brand Trust and Sales Promotion do not have a positive and significant effect on purchasing decisions.

Table 23 t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,195	1,509		-,792	,430
	BRAND AWARENESS	,768	,115	,565	6,694	,000
	BRAND TRUST	,488	,167	,247	2,931	,004
	SALES PROMOTION	,233	,110	,134	2,115	,037

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: IBM SPSS 23. Coefficients output. Processed 2022

Based on table 4.26, you can see the explanation of the hypothesis in this research, namely:

- Testing the hypothesis of the Brand Awareness variable (X1) on Purchasing Decisions obtained a t-count value of 6.694 > 1.660 ttable with a significance level of 0.000 < 0.05 and this means that the Brand Awareness variable has a positive and significant effect on the Purchasing Decision variable for Bottled Drinking Water (AMDK) Le Minerale in DKI Jakarta.
- Testing the hypothesis of the Brand Trust variable (X2) on Purchasing Decisions obtained a tcount of 2.931 > 1.660 ttable with a significant level of 0.004 < 0.05 and this means that the Brand Trust variable has an influence
- positive and significant on the decision to purchase Le Minerale bottled drinking water (AMDK) in DKI Jakarta.
- Testing the hypothesis of the Sales Promotion variable (X3) on Purchasing Decisions obtained a tcount of 2.115 > 1.660 ttable with a significant level of 0.037 < 0.05 and this means that the Sales Promotion variable has a positive and significant effect on Purchasing Decisions for Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta.

Discussion

The Influence of Brand Awareness on Purchasing Decisions

Based on the research results, it was found that Brand Awareness, which consists of indicators, namely Brand Recall, Brand Recognition and Consumption, has a positive and significant effect on purchasing decisions. This is shown by the t test, where tcount is 6.694 > 1.660 ttable which shows that H0 is rejected and Ha is accepted. This means that there is an influence between the Brand Awareness variable (X1) which has a positive and significant effect on the Purchasing Decision variable (Y), that is, if the Brand Awareness variable increases, the purchasing decision variable will also increase. This can be shown by the largest mean found in the Brand Recall (Brand Recognition) indicator with the statement. When I was asked about the brand of Bottled Drinking Water (AMDK), Le Minerale was the first brand that I remembered. with a score of 4.01.

Brand Awareness is a feeling of trust felt by consumers who tend to consider choosing the brand in question again to be able to buy a brand. According to Kurniawan (2016). These results are in line with research by Tariq (2017) that brand awareness is an image that consumers have to recognize brands in product categories and can influence consumers to make purchasing decisions. Meanwhile, according to (Cahyani, 2016) Brand Awareness is the ability of a consumer to be able to recognize or recall a brand so that consumers can associate it with a particular product. Because of this, a consumer can have brand awareness.

The Influence of Brand Trust on Purchasing Decisions

Based on the research results, it was found that Brand Trust, which consists of indicators, namely the Dimension of Viability and the Dimension of Intentionality, has a significant and influential effect on purchasing decisions. This is shown by the t test, where tcount is 2.931 > 1.660 ttable which shows that H0 is rejected and Ha is accepted. This means that there is an influence between the Brand Trust variable (brand trust) (X2) which has a positive and significant effect on the Purchasing Decision variable (Y), that is, if the Brand Trust variable increases, the purchasing decision variable will also increase. This can be shown by the largest mean found in the Dimension of Viability indicator with the statement I believe that the Le Minerale Bottled Drinking Water (AMDK) brand has many benefits to offer, with a score of 4.00.

Trust in a brand plays an important role in consumer purchasing decisions. In this case, consumers believe that a brand that has a positive image is a guarantee of product quality. Consumers will always

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buy products to fulfill their needs, but which products they buy and how they make decisions will be closely related to their feelings about the brands on offer. (Morgan and Hunt, 1994; in Rully Arlan Tjahyadi, 2012). Meanwhile, in research by Mohammad Rizan et al (2012:6), brand trust is the perception of reliability from a consumer's perspective based on experience, or more on sequences of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction.

The Influence of Sales Promotion on Purchasing Decisions

Based on the research results, it was found that Sales Promotion (sales promotion) which consists of indicators, namely Promotion Quality, Promotion Time and Provisions or Suitability have a significant and influential effect on Purchasing Decisions. This is shown by the t test, where t_{count} is $2.115 > 1.660$ t_{table} which shows that H_0 is rejected and H_a is accepted. This means that there is an influence between the Sales Promotion variable (X_3) which has a positive and significant effect on the Purchasing Decision variable (Y), that is, if the Sales Promotion variable increases, the purchasing decision variable will also increase. This can be shown by the largest mean found in the Promotion Time indicator with the statement. In my opinion, the distribution time for Le Minerale Bottled Drinking Water (AMDK) samples were quite long and made me interested in consuming Le Minerale. With a score of 4.04.

Sales Promotion (Sales Promotion). Sales Promotion is a marketing activity, which consists of short-term incentives to encourage the purchase or sale of products and services. Sales promotions offer incentives to buy these products and services. Sales promotion is also very influential in purchasing decisions. According to Kotler and Keller (2012: 554). Meanwhile, according to others, sales promotion is a short-term incentive to encourage sales of service products. Therefore, sales promotion is a means of encouraging consumers to purchase a product or service.

4. CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled Brand Awareness, Brand Trust and Sales Promotion on the Decision to Purchase Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta. The conclusion obtained is: Brand Awareness has a positive and significant effect on Purchasing Decisions. This means that the Brand Awareness of Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta shows that the higher the Brand Awareness, the Purchase Decision of Le Minerale Bottled Drinking Water (AMDK) will increase. Brand Trust has a positive and significant effect on Purchasing Decisions. This means that the Brand Trust of Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta shows that the higher the Brand Trust, the Purchase Decision of Le Minerale Bottled Drinking Water (AMDK) will increase. Sales Promotion has a positive and significant effect on Purchasing Decisions. This means that the Sales Promotion for Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta shows that the higher the Sales Promotion, the Purchase Decision for Le Minerale Bottled Drinking Water (AMDK) will increase. Based on the analysis carried out in the research and the conclusions previously stated, the author tries to convey several suggestions which may be useful for increasing purchasing decisions for Le Minerale Bottled Drinking Water (AMDK) products in DKI Jakarta, namely: According to the results of the Brand Awareness research, has an influence on purchasing decisions for Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta. However, Le Minerale Bottled Drinking Water (AMDK) must focus more on increasing consumer demand for Le Minerale Bottled Drinking Water (AMDK). So it is hoped that it can contribute to increasing purchasing decisions. According to the results of Brand Trust's research, it has an influence on purchasing decisions for Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta. However, Le Minerale Bottled Drinking Water (AMDK) must focus more on consumer trust in the Le Minerale Bottled Drinking Water (AMDK) brand, because the content of the Le Minerale Bottled Drinking Water (AMDK) brand is safe for the body. So it is hoped that it can contribute to increasing purchasing decisions. According to the results of Sales Promotion research, it has an influence on purchasing decisions for Le Minerale Bottled Drinking Water (AMDK) in DKI Jakarta. However, Le Minerale Bottled Drinking Water (AMDK) must focus more on promotions in the form of distributing free samples. So it is hoped that it can contribute to increasing purchasing decisions. It is hoped that future researchers will be able to add other independent variables that have not been studied so that there will be developments in science.

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