

# Brand Awareness as a Determinant of Purchase Intention: Evidence from Aquviva Bottled Water Consumers in Jayapura City

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Competition in the bottled water industry in eastern Indonesia is increasingly fierce, requiring companies to increase brand awareness to influence consumer purchasing intention. Brand awareness is an important factor that can drive purchase intention, especially for products with a low level of involvement such as mineral water. This study aims to analyze the effect of brand awareness on the purchase intention of Aquviva mineral water products among consumers in Jayapura City. The research method used is quantitative and data were collected through distributing questionnaires to consumers who are aware of Aquviva products in Jayapura City. The sampling technique used was purposive sampling using SmartPLS 4.0. The results showed that brand awareness has a positive and significant effect on the purchase intention of Aquviva mineral water products. This finding indicates that the higher the level of consumer awareness of the Aquviva brand, the higher the consumer's purchase intention. This study is expected to be a reference for companies in designing marketing strategies that focus on increasing brand awareness to encourage consumer purchase intention.

**Keywords:** Brand Awareness, Purchase Intention, Consumer Behavior, Jayapura City.

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## 1. Introduction

The development of the bottled drinking water industry in eastern Indonesia shows significant growth along with increasing public awareness of the importance of health and a practical lifestyle. Mineral water has become a basic need consumed routinely by various levels of society, both for household needs, work activities, and social activities. This condition has encouraged the emergence of various bottled drinking water brands that compete intensively for consumer attention and preference. Increasingly tight competition in economic activities, especially in product marketing, requires companies and producers who carry out sales activities to not only offer good product quality but also build brand strength of the products marketed to be able to survive and excel in facing market dynamics[1], [2], [3], [4]. Jayapura City as one of the centers of economic growth and trade in the Papua region has unique consumer characteristics where the level of mobility to the relatively high need for mineral water consumption which makes various brands of bottled drinking water circulate and compete in the local market including Aquviva mineral water products which although Aquviva has a product quality that is able to compete there is a level of brand recognition among consumers which is a challenge in facing the dominance of brands that are already well known so this condition requires the company to understand the extent to which Aquviva brand awareness has been formed and how it affects consumer purchasing intention in Jayapura City.

In the context of modern marketing, brands are no longer seen merely as product identities but also as strategic assets that can influence consumer perceptions and behavior[5], [6], [7], [8]. One important element in brand equity is brand awareness, which is the ability of consumers to recognize and remember a brand when it is in a certain product category, which makes a high level of brand awareness allow a

brand to appear more easily in the minds of consumers when they face purchasing decisions [9], [10], [11], [12]. This is particularly important for low-involvement products, where consumers often make quick, spontaneous decisions without careful consideration [13], [14], [15], [16]. Purchase intention is an early indicator that reflects consumers' tendency to purchase a product in the future [17], [18], [19]. Purchase intention is influenced by various factors, including perceived quality, price, brand image, and brand awareness [20]. In the bottled water market, which is dominated by large, established brands, consumers tend to choose products that are well-known and considered safe. Brands that are easily remembered and recognized are more likely to be chosen than lesser-known brands [21], [22]. Research on the effect of brand awareness on purchase intention for mineral water products, especially the Aquivia brand in Jayapura City, is still relatively limited. This indicates a research gap that needs further study to provide an empirical picture of local consumer behavior. High brand awareness can increase consumer trust and reduce perceived risk in the purchasing process, which encourages purchase intention [23]. Strong brand awareness can create a sense of familiarity and emotional closeness that contributes to purchase intention.

## 2. Method

### Population and Research Sample

This study uses a quantitative approach to examine the effect of brand awareness on consumer purchase intention for Aquivia mineral water in Jayapura City. This approach was chosen because it focuses on objectively measuring variables and examining relationships between them based on numerical data. The population in this study was all consumers in Jayapura City who were familiar with the Aquivia mineral water brand. Because the exact population size was unknown, the sampling technique used was purposive sampling, a sampling technique with a specific purpose so that subjects were drawn from a population selected based on specific objectives and considerations according to the characteristics required in a study. The selected criteria were domiciled in Jayapura City, familiar with the Aquivia mineral water brand, and at least 17 years old. The sample size in this study was 100 respondents who were considered to have met the minimum requirements in the Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis which accommodates complex relationships between variables while the data sample size is small [24].

### Data collection technique

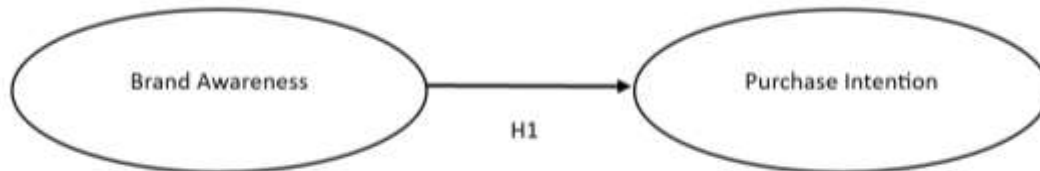
Data were collected using a structured questionnaire based on the indicators of each research variable. Each statement item was measured using a five-point Likert scale, ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). The questionnaire was distributed through the online platform WhatsApp Messenger in Jayapura City, considering that the city is a center of economic activity and has a relatively high level of internet usage.

### Data Analysis Techniques

Data analysis was conducted using the SmartPLS 4.0 application using the SEM-PLS approach. The analysis phase includes two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Outer model evaluation is carried out to test the validity and reliability of the construct, which includes. Convergent validity test, through outer loading value ( $> 0.70$ ) and Average Variance Extracted ( $AVE > 0.50$ ); Discriminant validity test, through Fornell-Larcker criteria and cross loading; Reliability test, through Composite Reliability and Cronbach's Alpha values ( $> 0.70$ ).

Inner model evaluation is conducted to test the relationship between latent variables and test the research hypothesis. The test includes the R-Square ( $R^2$ ) value to determine the ability of the brand awareness variable to explain the purchase intention variable; Path coefficient significance test using the bootstrapping procedure with a significance level of 5% ( $\alpha = 0.05$ ), which is indicated by the t-statistic and p-value.

The model used in this study is presented in the following figure:



**Figure 1.** Research Conceptual Framework

The hypothesis obtained from Figure 1 is as follows:

H1: Brand Awareness (X) Has a Positive and Significant Influence on Purchase Intention (Y).

### 3. Results And Discussion

#### Outer Model

Outer model measurements are used to test Convergent Validity, Discriminant Validity, AVE, Cronbach's Alpha and Composite Reliability.



Source: Output data processed with SmartPLS 4.0, 2026

**Figure 2.** Outer Model

#### Convergent Validity

Table 1. Convergent validity

	Brand Awareness	Purchase Intention
BA1	0.810	
BA2	0.831	
BA3	0.904	
BA4	0.879	
BA5	0.871	
PI1		0.893
PI2		0.869
PI3		0.848
PI4		0.861
PI5		0.913

Source: Output data processed with SmartPLS 4.0, 2026

Based on Figure 2 and Table 2, it is known that each indicator in each variable in the study meets the convergent validity criteria with a value of  $> 0.7$ , so it is called Valid.

### Discriminant Validity

Table 2. Discriminant validity

	Brand Awareness	Purchase Intention
BA1	0.810	0.462
BA2	0.831	0.433
BA3	0.904	0.556
BA4	0.879	0.513
BA5	0.871	0.510
PI1	0.547	0.893
PI2	0.565	0.869
PI3	0.418	0.848
PI4	0.519	0.861
PI5	0.456	0.913

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 3, the cross loading factor value for each indicator on its construct is greater than that of other constructs, which can be concluded to meet the discriminant validity criteria.

### Average Variance Extraded (AVE)

Table 3. Average Variance Extraded (AVE)

Variables	AVE	Criteria	Information
Brand Awareness	0.739	$>0.5$	Valid
Purchase Intention	0.769	$>0.5$	Valid

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 4, it is known that each variable in the study has an AVE value  $> 0.5$ , where all variables are declared valid and meet the Average Variance Extraded (AVE) criteria.

### Composite Reliability

Table 4. Composite Reliability

Variables	Composite Reliability	Criteria	Information
Brand Awareness	0.934	$>0.7$	Reliability
Purchase Intention	0.943	$>0.7$	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 5, it is known that each variable in the study has a composite reliability value  $> 0.7$  so that all variables are declared reliable and meet the composite reliability criteria.

### Cronbach's Alpha

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha	Criteria	Information
Brand Awareness	0.912	$>0.7$	Reliability
Purchase Intention	0.925	$>0.7$	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 6, it is known that each variable in the study has a Cronbach's alpha value  $> 0.7$  so that all variables are declared reliable and meet the Cronbach's alpha criteria.

**Inner Model**

Inner model testing includes testing that can show the relationship between independent latent variables and dependent latent variables, where the structural model in question can be described as a hypothesis test, also known as an influence test[25]. Inner model testing is explained by the R-Square test (coefficient of determination).

Table 6. R-Square

Variables	R-Square	Adjusted R-Square
Purchase Intention	0.334	0.328

Source: Output data processed with SmartPLS 4.0, 2026

The R-Square test (coefficient of determination) is used to measure the magnitude of the influence of the independent variable on its influence on the dependent variable, where in Table 7 it is known that the purchase intention variable is influenced by the brand awareness variable by 32.8% and the remaining 67.2% is influenced by other factors not included in the study.

In the use of SmartPLS 4.0, there are criteria for accepting hypotheses which are carried out by bootstrapping which determines the relationship between the influence of independent variables on dependent variables, where a hypothesis can be accepted and is significant if the p-value is <0.5 and the t-statistic value is > t-table (1.96).

Table 8. Path Coefficient Results

	Original (O)	Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Information
Brand Awareness of Purchase Intention	0.578		0.590	0.090	6,450	0,000	Accepted

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 8, it is known that the path coefficient results through the Original Sample (O) column in the results of testing the brand awareness variable on purchase intention obtained a value of 0.578 or 57.8% and the T Statistic result was 6.450 > t-table (1.96) with the conclusion that the hypothesis is accepted and has a positive influence in the relationship between the brand awareness variable on purchase intention which has a level of significance by looking at the P values owned by 0.000 <0.05 with the conclusion that the brand awareness variable has a significant effect on purchase intention, thus hypothesis 1 (H1) is accepted because the brand awareness variable has a positive and significant influence on purchase intention because the T statistic is greater than the t table (1.96) and P values <0.05.

**Discussion of Result**

**The Influence of Brand Awareness on Purchase Intention**

Based on the results of hypothesis testing using SEM-PLS analysis through the SmartPLS 4.0 application, it was found that brand awareness has a positive and significant effect on the purchase intention of Aquviva mineral water products among consumers in Jayapura City. The results of this study indicate that the higher the level of consumer awareness of the Aquviva brand, the higher the consumer's purchasing interest in the product. Consumers who are able to recognize and remember a brand tend to have a desire to purchase products from a brand compared to lesser-known brands, which can be indicated that brand awareness is an important factor in shaping consumer purchasing interest[26]. Brand awareness makes it easier for consumers to recognize a product and reduces doubts in the purchasing process[27]. The level of consumer awareness of a brand plays an important role in shaping purchasing interest in the minds of consumers,

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and consumers who are able to recognize and remember a brand tend to have a greater desire to purchase products from a brand[28]. This shows that brand awareness is the initial factor that encourages consumers to consider a product, especially in the category of bottled drinking water products that are daily necessities, indicating that brand awareness helps consumers in reducing uncertainty when making purchases where in market conditions filled with various mineral water brands, consumers tend to choose well-known brands because they are considered more trustworthy and have more guaranteed quality, thus brands that have a higher level of awareness will be more easily chosen by consumers than lesser-known brands. The findings of this study are in line with marketing theory which states that brand awareness is one of the important components in influencing consumer behavior. Brand awareness allows a brand to more easily appear in the minds of consumers when they need a product[29]. In the context of consumers in Jayapura City, Aquviva brand awareness plays a role as a factor that encourages the formation of purchasing interest amidst the tight competition of mineral water brands so that consumers who have a higher level of brand awareness tend to show interest in trying and repurchasing Aquviva products. Based on the results of the discussion, it can be concluded that brand awareness has a significant role in increasing consumer purchase intention towards Aquviva mineral water products. Therefore, companies need to continue to improve marketing strategies that focus on increasing brand awareness through promotional activities, wider product distribution and consistent marketing communications, which efforts are expected to encourage consumer purchasing interest and strengthen the position of the Aquviva brand in the bottled drinking water market in Jayapura City.

#### 4. Conclusion

This study aims to analyze the effect of brand awareness on purchase intention of Aquviva mineral water products among consumers in Jayapura City. Based on the results of data analysis using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method with the help of the SmartPLS 4.0 application, it can be concluded that brand awareness has a positive and significant effect on purchase intention. This indicates that the higher the level of consumer awareness of the Aquviva brand, the higher the consumer's purchase interest in the product. The results of this study confirm that brand awareness plays a significant role in influencing consumer behavior, particularly for bottled water products. Consumers tend to choose well-known and memorable brands because they are perceived as safer and can reduce risk in the purchasing decision-making process. In the context of Jayapura City, Aquviva brand awareness has been shown to significantly contribute to shaping consumer purchase intention amidst increasingly fierce competition among mineral water brands. These findings provide empirical evidence that strengthening brand awareness can be an effective strategy for companies to increase consumer purchasing interest and strengthen brand competitiveness in the local market. Overall, this study contributes to the development of marketing studies by confirming the relationship between brand awareness and purchase intention. Furthermore, the results of this study also provide practical implications for companies to focus their marketing strategies more on increasing brand awareness to encourage purchase intention and business sustainability.

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