



## **THE INFLUENCE OF LOCATION, BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING DECISIONS AT PT. SATYALOKA TIRTA AMERTA IN BANGLI DISTRICT**

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**Abstract:** Understanding consumer behaviour is one of the efforts that companies need to research on the target market in their business, one of which is related to consumer purchasing decisions. The purpose of this research is to find out about the partial and simultaneous influence between location, brand image and product quality on consumer purchasing decisions on bottled drinking water products under the Sangsang brand at PT Satyaloka Tirta Amerta. The population in this study are all consumers who have purchased Sangsang mineral water at PT Satyaloka Tirta Amerta in Bangli Regency, the number of which is not known with certainty. The technique for determining the number of samples in this study used the formula according to Rao Purba and obtained 96 people. The sampling technique in this study was purposive random sampling. The data analysis techniques used in this study are classical assumption test, multiple linear regression analysis, determination analysis, F test and t test. The findings provide findings that location, brand image and product quality have a positive and significant effect on purchasing decisions. Location, brand image, and product quality partially have a positive and significant effect on purchasing decisions for bottled drinking water for the Sangsang brand at PT Satyaloka Tirta Amerta in Bangli Regency.

**Keywords:** *Location, Brand Image, Product Quality and Purchasing Decisions*

### **INTRODUCTION**

Business competition in industrial companies is now increasingly fierce which requires companies to have more advantages than other companies. One of the advantages that companies need to develop is having a strong brand. In addition, in an effort to be able to win in the competition, the company must also have the right marketing strategy for the products it produces. One effective way in marketing is to understand consumer behaviour and the surrounding environment, especially in terms of how customers make a decision to make a purchase and the factors that influence it (Susanti, Susanti, & Suputra, 2021) .

Understanding consumer behaviour is one of the strategies and needs to be researched so that entrepreneurs know the behaviour of the target market in their business. One part of studying consumer behaviour is to identify how consumer decisions in buying a product. In a situation of fierce competition, consumers are very vulnerable in making purchasing decisions (Sumarsono & Santoso, 2019) . Intense competition between

companies makes consumers have more and more choices of products from various existing brands. When buying decisions are able to be achieved well by the company, it will bring benefits to the company. The success factor of a marketing strategy lies in the purchasing decisions made by consumers (Winarsih, Mandey, & Wenas, 2022) .

There are several factors that are used to predict consumer purchasing decisions, one of which is location (Susanti et al., 2021) . Alma, (2011:105 ) explains that the success or failure of a business in the future is largely determined by the selection of the right business location. The main factor that can influence consumer purchasing decisions is the effort to choose a strategic business location (Hardiansyah et al., 2019) . Location is thought to have and to influence consumer decisions to make purchases of a product, consumers will look for products that have a strategic location and are within reach, consumers will find it easier to buy products if the location is easy to reach because it can save time and transportation used by consumers. So it is very important for companies to be able to know the condition of the company's location in order to support the company's marketing activities.

*Brand image* has a crucial role in developing a particular brand because it includes the reputation and credibility of the brand (Ramadhani, 2020) . *Brand Image* is thought to have an important role which is one of the things considered in making a decision to buy a product. Customers who have confidence in whether a product from a particular company is good or not will think about the brand of the product. If the product has succeeded in building a good image in the minds of customers, then consumers will more easily decide to buy the product (Ramadhani, 2020) . It is important for companies to build a good *brand image* so that it is formed in the minds of consumers as a basis for developing strategies to build a good *brand image*.

Each product has various attributes that can influence purchasing decisions and one of several factors is product quality (Milano, Sutardjo, & Hadya, 2021) . Product quality is also thought to be an important consideration for consumers to decide to buy a product. According to Kotler & Armstrong (2017:272 ) product quality includes the special characteristics of the product which are judged by whether or not it is able to meet consumer needs. If the product produced has good quality, consumers will be moved to repurchase. However, if the product quality is not in line with expectations, consumers will switch and buy other products of the same type (Saputri & Utomo, 2021) .

PT Satyaloka Tirta Amerta is a business entity whose operational activities are to produce bottled drinking water (AMDK) under the Sangsang brand. The product of PT Satyaloka Tirta Amerta, Sangsang, has several types of packaging such as 1500 ml bottles, 330 ml bottles, 600 ml bottles, 19 litre gallons and 220 ml glass packaging. Based on the initial

observations made, problems were found in the company related to product sales in 2019-2021. The following is sales data at PT Satyaloka Tirta Amerta:

**Table 1**  
**Sales Data PT. Satyaloka Tirta Amerta Year 2019 to 2021**

Year	Bottle 1500 ml (Pcs)	Bottle 330 ml (Pcs)	Bottle 600 ml (Pcs)	Gallons 19 Ltr (Pcs)	Glasswa re 220 ml (Pcs)	Total
2019	587.880	161.418	228.974	5.226.710	19.032.499	25.236.981
2020	1.088.460	100.109	81.187	4.474.823	16.732.742	22.477.321
2021	1.104.480	62.259	41.947	3.422.622	17.197.594	21.828.902
<b>Tota l</b>	<b>2.780.820</b>	<b>323.786</b>	<b>352.108</b>	<b>13.124.155</b>	<b>52.962.835</b>	<b>69.543.204</b>

Source: PT Satyaloka Tirta Amerta (2021)

Total sales at PT Satyaloka Tirta Amerta in Bangli Regency have decreased, namely in 2020 and 2021. In 2020 sales decreased by 2,759,660 pcs and decreased again in 2021 by 648,419 pcs. The decline in sales was found in mineral water products in 330 ml bottles, 600 ml bottles, 19 litre gallons and 220 ml glass packaging. Based on the results of an interview with the marketing manager of PT Satyaloka Tirta Amerta, it was stated that the decline in sales occurred because several stores that made wholesale purchases did not reorder this Sangsang branded mineral water product. This indicates a problem related to consumer purchasing decisions that needs further research. Decreased sales are thought to be due to product quality that has not been optimised.

The location of the company is one that needs attention for companies in optimising purchases. The reason is that apart from being a production site, the company also sells bottled drinking water directly both to end-level consumers and to traders who buy wholesale. Based on initial observations that the location of PT Satyaloka Tirta Amerta is approximately 8 km from the city of Bangli. In addition, it was found that the signboard was less clearly visible, as well as the location of the company so that not many people knew the existence of the company.

Apart from location, the *brand image* of Sangsang bottled drinking water is thought to have a crucial role in the process of increasing consumer purchasing decisions. This is also thought to also apply to bottled drinking water products, where the brand must be seen as good and trustworthy. According to Sangadji & Sopiah (2013:74 ) *brand image* has a kind of usefulness, namely a positive image of a brand causes a higher probability for consumers to decide to buy. *Brand image* is indicated through brand

superiority, strength of brand association and uniqueness of brand association Kotler & Keller (2016:347) . Based on the results of interviews with several consumers, it is stated that bottled drinking water from competing brands is more trusted than the Sangsang brand. Some other consumers mentioned that the bottled drinking water of the Sangsang brand has no significant difference both in terms of logo design, packaging design and in terms of product function compared to bottled drinking water of other competing brands. This shows that it is necessary to study further regarding the *brand image* of the Sangsang brand of drinking water in the eyes of consumers.

Companies pay great attention to product quality in the process of product creation. They constantly try to defend and strive to improve product quality to meet consumer expectations (Musyawarah, 2020) . Consumer decisions to repurchase in the future are based on their perception of better product quality (Wijayanthi, Widyagoca, Sumerta, & Utami, 2021) . Based on the results of interviews with several consumers, it is stated that drinking water products in Sangsang brand containers have a slightly bitter taste. Furthermore, consumers stated that it is still lacking in terms of packaging which is less attractive, less simple, and the straws provided are less sturdy. So in this case the company needs to review the quality of this Sangsang brand bottled drinking water product.

Apart from being based on problems found in the field, this research was conducted considering that in previous studies there were still differences in research results. Research related to the influence of location in optimising purchasing decisions done by Susanti et al. (2021) found that the right company location can optimise consumer decisions to buy products. Meanwhile, research conducted by Hardiansyah et al. (2019) get the results of location has the effect of reducing consumers in terms of deciding to buy products but not in real terms. Research by Saputri & Utomo (2021) and Indrianto (2021) resulted in the conclusion that a good *brand image* can optimise purchasing decisions. Meanwhile, research conducted by Sumarsono & Santoso (2019) ) concluded that a high *brand image* was found to result in a decrease in purchasing decisions. Research by Indrianto (2021) concluded that high product quality can significantly optimise purchasing decisions. Meanwhile, research conducted by Milano et al. (2021) draws the conclusion that product quality affects unidirectionally on purchasing decisions

## METHODS

This study uses a quantitative approach, namely research that describes the effect of independent variables in their contribution to increase or decrease the dependent variable using hypothesis testing using statistical data and accompanied by an explanation of each variable. Researchers chose to conduct research at PT Satyaloka Tirta Amerta on

Jalan Pulasti No.88 Banjar Buungan Desa Tiga Susut District Bangli Regency.

Sugiyono, (2017: 80) provides a statement that population is a basic scope of research which is divided into objects and subjects that have specific characteristics that will be studied and used to reach relevant conclusions. The population in this research is all consumers who have purchased bottled drinking water products under the Sangsang brand produced by PT Satyaloka Tirta Amerta in Bangli Regency. The population in this research is unknown or unidentifiable. The number of samples used in this research was determined using the formula according to Rao Purba (1996) and after calculating the number of samples obtained, namely 96 people. The sampling is by *purposive random sampling*. With sample criteria, namely customers who have made purchases and consumed Sangsang mineral water at least twice with an age range of 17 years and over.

To obtain data, this research uses methods of collecting data using methods such as observation, interviews, questionnaires along with documentation studies. The score of each alternative answer by the respondent consists of five answers measured using a Likert scale. Furthermore, the data was tabulated and analysed using the validity test and reliability test as a technique to test the validity and reliability of the research questionnaire. As a condition of regression analysis, a classical assumption test was carried out, namely normality, heteroscedasticity and Multicolienarty Test. The next data analysis uses multiple linear regression analysis, determination analysis, F test and t test.

## RESULTS AND DISCUSSION

### Results

#### Test Validity and Test Reliability

Validity test is used to test each statement item so that it is known whether a questionnaire is valid or not. To find information related to the level of validity of an instrument, it can be indicated by looking at the comparison of the correlation coefficient value of the instrument. The testing criteria are described by Sugiyono, (2017: 173) if the correlation coefficient value is  $> 0.30$  then the statement item is decided to be valid.

**Table 2.**  
**Recapitulation of Validity Test Results**

Variables	Statement	Correlation Coefficient	R-table value
Purchase Decision (Y)	Y-1	0.749	0.
	Y-2	0.751	0.
	Y-3	0.726	0.
	Y-4	0.744	0.
Location (X1)	X1-1	0.671	0.
	X1-2	0.663	0.
	X1-3	0.610	0.
	X1-4	0.701	0.

	X1-5	0.675	0.
	X1-6	0.618	0.
	X1-7	0.602	0.
Brand Image (X2)	X2-1	0.858	0.
	X2-2	0.889	0.
	X2-3	0.893	0.
Product quality (X3)	X3-1	0.749	0.
	X3-2	0.713	0.
	X3-3	0.713	0.
	X3-4	0.707	0.
	X3-5	0.770	0.
	X3-6	0.642	0.
		0.716	0.

Source: Data processed 2023

The presentation of the test results summarised from the SPSS output provides information that all variable statement items have shown validity as evidenced by the coefficient value  $> 0.30$ .

Next is the reliability test of the research instrument, which is to determine the reliability of a questionnaire. The instrument is referred to as reliable it has a value  $> 0.60$  (Sujarweni, 2015:110).

**Table 3.**  
**Recapitulation of Test ResultsixReliability**

Variable	Number of Instruments	Cronbach'S Alpha	Standardx	Description
Purchase Decision (Y)	4	0,728	0,60x	xReliable
Location (X <sub>1</sub> )	7	0,767	0,60x	xReliable
Brand image (X <sub>2</sub> )	3	0,852	0,60x	xReliable
Product Quality (X <sub>3</sub> )	7	0,837	0,60x	xReliable

Source: Data processed 2023

Table 3 provides information that the variables used in this research are all reliable, which is indicated by the Cronbach's Aplha number which is above the standard of 0.60, which provides information that the variables are reliable.

### Classical Assumption Test

The classical assumption test is a requirement that must be passed before conducting data analysis with multiple linear regression analysis so that the research model used can be ensured to be in line with the models and concepts used in this research. The following are the parts of the assumption test described below:

#### TestixNormality

The test is based on the significance value in the Kolmogorov Smirnov normality method. This test is used to ensure that the data used in this research is normally distributed or not.

**Table 4.**  
**Kolmogorov Smirnov normality**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardised Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.43595318
Most Extreme Differences	Absolute	.056
	Positive	.052
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed )		.200 <sup>c,d</sup>

Source: Data processed, 2023

Referring to the output data of the data processing application, SPSS, where the number 0.200 is displayed, which indicates that the data in this research is well distributed and normality can be fulfilled.

### Multicollinearity Test

A good regression model and in accordance with the conceptual research is that there is no correlation between independent variables. The Tolerance value must be above 0.10 and the VIF value is below 10 so that it can be said that the model is free from multicollinearity.

**Table 5.**  
**Multicollinearity Test<sub>q</sub>**

Coefficients <sup>a</sup>		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.558	.927		2.759	.007		
	X1	.173	.048	.265	3.580	.001	.528	1.895
	X2	.241	.076	.252	3.169	.002	.460	2.176
	X3	.228	.041	.452	5.620	.000	.449	2.225

a. Dependent Variable: Y

Source : Data processed, 2023

Referring to the output results of SPSS results, it appears that there is no multicollinearity between the independent variables in this research.

### Heteroscedasticity Test

This test is to see the significance of the regression model in other observations. A good regression model is one that remains in one observer without being significant from another observer.

**Table 6.**  
**Test Heteroscedasticity**

a						
Model		Standardisedx Coefficients			t	.
		B	Std. xError	xBeta		
1	( )	.245	.571		.429	.669
	X1	.002	.030	.011	.075	<b>.940</b>
	X2	.000	.047	.000	-.002	<b>.998</b>
	X3	.016	.025	.100	.648	<b>.518</b>

a. Dependent Variable: ABS\_RES

Source: Data processed, 2023

The significance value of the location variable (x1) is worth 0.940, the significance value of the *brand image* variable (x2) is worth 0.998 and the significance value of the product quality variable is worth 0.518. This finding provides information that the *absolute residual* value (Abs\_RES) is higher than 0.05. This finding provides information that there is no heteroscedasticity in the regression model.

## Data Analysis

### Multiple Linear Regression Analysis

Whether or not there is an influencing relationship between the independent variable and the dependent variable and knowing the direction of the relationship, multiple linear regression analysis is used. The results of this analysis assisted with the help of SPSS are described below:

**Table 7.**  
**Regression Analysis Multiple Linear**

Coefficients <sup>(a)</sup> (						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.558	.927		2.759	.007
	X1	.173	.048	.265	3.580	.001
	X2	.241	.076	.252	3.169	.002
	X3	.228	.041	.452	5.620	.000

Source: Data processed, 2023

Referring to the output of the results of the data processing application, namely SPSS, the regression equation formula is compiled, namely:

$$Y = 2.558 + 0.173X_1 + 0.241X_2 + 0.228X_3$$

Interpretation of the regression coefficient:

- a = 2.558 means that if Location ( $X_1$ ), *Brand Image* ( $X_2$ ) and Product Quality ( $X_3$ ), are zero per cent or the assumption is unchanged, then the value of the Purchase Decision (Y) is 2.558.
- $X_1$ = Location ( $X_1$ ) found a unidirectional influence on Purchasing Decisions with a value of 0.173, meaning that if Location ( $X_1$ ) increases while *Brand image* ( $X_2$ ) and Product Quality ( $X_3$ ) remain, the amount of Purchasing Decisions is 0.173.
- $X_2$ = *Brand Image* ( $X_2$ ) found a unidirectional influence on Purchasing Decisions with a value of 0.241, meaning that if *Brand Image* ( $X_{(2)}$ ) increases while Location ( $X_1$ ) and Product Quality ( $X_3$ ) remain, the amount of Purchasing Decisions is 0.241.
- $X_3$ = Product Quality ( $X_3$ ) has a unidirectional influence on Purchasing Decisions with a value of 0.228, meaning that if Product Quality ( $X_{(3)}$ ) increases while Location ( $X_1$ ) and *Brand Image* ( $X_2$ ) remain, the amount of Purchasing Decisions is 0.228.

### Analysis Determination

Determination is one part of regression analysis in an effort to determine the contribution of a variable in providing an increase or decrease in the value of other variables in this case, namely the contribution / contribution between location, *brand image* and product quality in optimising purchasing decisions expressed in percentage.

**Table 8.**

#### Analysis Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 <sup>a</sup>	.733	<b>.724</b>	.93105

Source : Data processed, 2023

The coefficient of determination shows the value of *Adjusted R*<sup>2</sup>= 0.724, which means that 72.4 percent of the Purchasing Decision is influenced by the variables of Location ( $X_1$ ), *Brand Image* ( $X_2$ ) and Product Quality ( $X_3$ ), the remaining 27.6 percent is contributed by factors outside this research model.

### F-test

The F-test is used to obtain information about the level of significance of the effect of location, *brand image* and product quality simultaneously in optimising purchasing decisions at PT Satyaloka Tirta Amerta. The following are the results of the F test using the IBM SPSS 25.0 for windows programme:

**Table 9.**  
**ResultxF calculated (ANOVA)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	218.875	3	72.958	84.165	.000b
	Residual	79.750	92	.867		
	Total	298.625	95			

Source: Data processed, 2023

Referring to the results of the analysis, it is obtained that the calculated F value is 84.165> from the F table value of 2.70 and when considering the significance value, which is 0.000 <0.05. It can be decided that Location, *Brand Image* and Product Quality have a real share and role in optimising Purchasing Decisions with a significance level of 5%.

#### Test-t (t-test)

The t-test is used in an effort to find information on the significance of the influence of location, *brand image* and product quality individually in optimising purchasing decisions at PT Satyaloka Tirta Amerta. The following are the results of the t test using the SPSS 25.0 *for windows* computer programme which are presented below:

**Table 10.**  
**Analysis T-Test**

Coefficients <sup>(a)</sup> (						
		Unstandardised Coefficients		Standardised Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.558	.927		2.759	.007
	X1	.173	.048	.265	<b>3.580</b>	.001
	X2	.241	.076	.252	<b>3.169</b>	.002
	X3	.228	.041	.452	<b>5.620</b>	.000

Source: Data processed, 2023

Referring to the data output, it was found that the calculated t<sub>1</sub> value was 3.580> from the t table value of 1.66159 with a significance figure of 0.001 <0.05, a decision that can be concluded that xLocation contributes significantly and positively to optimising Purchasing Decisions.

Referring to the data output, it was found that the calculated t<sub>2</sub> value was 3.169> from the t table value of 1.66159 with a significance figure of 0.002 <0.05, so it can be decided that *BrandxxImage* contributes significantly and positively to optimising Purchasing Decisions.

Referring to the data output, it was found that the calculated t<sub>3</sub> value was 5.620> from the t table value, namely 1.66159 with a significance figure

of 0.000 < 0.05, so it can be decided that Product Quality contributes significantly and positively to optimising Purchasing Decisions.

### **Interpretation of Research Result**

#### **The Effect of Location, *Brand image* and Product Quality Simultaneously on Purchasing Decisions**

The results of hypothesis testing provide information that Location, *Brand Image* and Product Quality have a real share in optimising Purchasing Decisions simultaneously, as indicated by the calculated F value of 84,165 and a significance value of 0.000. These results mean that the more optimal the Location, *Brand Image* and Quality can optimise Purchasing Decisions.

The decision to choose a consumer product will go through several processes in their mind, namely certain considerations. This is done because they do not want to have risk dependents if they buy a product that is calculated, so they will consider first before making a purchase decision. Location can contribute to consumers who will make purchases of a product, consumers will look for products that have a strategic location and are within reach, consumers will find it easier to buy products if the location is easy to reach because it can save time and transportation used by consumers. *Brand image* is a consideration before purchasing a product, because consumers have confidence in products with a good image. Good product quality is also an advantage that the company must have to strengthen the product's position in the minds of consumers so that it influences purchasing decisions. Purchasing decisions for drinking water products made by consumers will consider these three things. A company location that is strategic and within the reach of consumers, a good *brand image*, and good quality will be able to increase purchasing decisions.

This finding is supported by research conducted by Devina et al. (2018) and Susanti et al. (2021) found that location, *brand image*, and product quality together have a share in optimising purchase decisions.

#### **The Effect of Location on Purchasing Decisions**

The results of hypothesis testing provide findings that location has a real positive role in optimising purchasing decisions, indicated by a positive regression coefficient value of 0.173 and a significance value of 0.001. These results mean that the better the location, the better the purchasing decision.

Location is a place or physical position with a strategic function because it can determine whether or not the objectives of a business entity are achieved. The location factor also has a real share in optimising consumers to buy a product. Because this relates to the proximity of the location of a busy company, easy to reach by the public and the provision of parking space for vehicles preferred by consumers. The location of the company that is close to the settlement will be easier and faster to reach

consumers and also has a good level of security. If the company is successful in obtaining and maintaining a strategic location, this can be an effective obstacle for other companies in achieving market access. Therefore, location factors greatly influence the success of a business. If the business is in a good location, then high revenue can be achieved. Therefore, location has a real share in optimising the decision to buy a product by consumers.

This finding is supported by research conducted by Susanti et al. (2021) provides findings that location contributes positively and significantly to optimising purchasing decisions.

### **The Effect of *Brandimage* on Purchasing Decisions**

The results of show that *Brand image* has a positive and real contribution in optimising Purchasing Decisions, indicated by a positive regression coefficient value of 0.241 and a significance value of 0.002. This finding provides information that the better the *Brand Image*, the better it can optimise Purchasing Decisions.

The ability of a company to create a distinctive brand, and form a good personality for the brand in the eyes of consumers. *Brand image* will determine customers on how to behave towards a brand, whether to be loyal to the brand or just try the product and then leave, or not at all want to try because the product's brand image is bad or irrelevant to customer needs. This also applies to branded mineral water products, where the brand must be seen as good and trustworthy so that the *brand image* that is easy to remember will optimise purchasing decisions. The *brand image* owned by a bottled drinking water product will be considered by consumers because it is closely related to trust in the brand, brand reputation in the eyes of consumers. The better the *brand image* in the eyes of consumers, it will be able to optimise consumers to make purchases.

This finding is supported by research conducted by Saputri & Utomo (2021) and Indrianto (2021) states that *brand image* has a real role in optimising purchasing decisions.

### **Effect of Product Quality on Purchase Decision**

The results of hypothesis testing show that Product contributes significantly and positively to optimising Purchasing Decisions, indicated by a positive regression coefficient value of 0.228 and a significance value of 0.000. This result means that the better the Product Quality, the better it can optimise the Purchasing .

Product quality is the main focus for a company as an effort to increase competitiveness and fulfil consumer expectations. Product quality is an important factor considered in making purchasing decisions for products or services. Product quality is also an important consideration for consumers, especially regarding bottled drinking water products. This product is consumed directly by consumers so that consumers themselves

will judge in terms of taste, packaging, durability, appearance and function as bottled drinking water. Customers will appreciate products that have good quality for consumption. The quality of these products has a major impact on consumer decisions, because it can strengthen the image and reputation of these products in the eyes of consumers. In addition, products with good quality are also the first choice of consumers when they make purchases in the future.

This finding is supported by research conducted by Devina et al (2018) and Indrianto (2021) states that product quality contributes positively to optimising purchasing decisions.

## CONCLUSION

Based on the results of the analysis conducted, it was found that location, brand image, and product quality simultaneously contribute positively and significantly to the purchasing decision of bottled drinking water of the Sangsang brand at PT Satyaloka Tirta Amerta, Bangli Regency. These findings indicate that the three variables play an important role in shaping consumer preferences and decisions. Partially, each variable – location, brand image, and product quality – has also been proven to have a positive and significant influence on purchasing decisions. This confirms that convenient access to the location, positive perceptions of the brand, and good product quality are key factors that drive consumers in making their purchasing decisions. Therefore, optimizing marketing strategies based on improving these three aspects is an important step that companies must consider in their efforts to maintain and enhance consumer loyalty. The overall results of this study support the importance of understanding consumer behavior in a managerial context and contribute theoretically to the study of purchase decisions using a quantitative approach based on consumer behavior in the bottled drinking water industry.

## ADVICE

Improving product quality, developing a strong brand image and considering the selection of locations that are suitable and close to the target market so that consumers develop the habit of buying products from the company or the habit of buying products with the brands offered by the company. Through these efforts, companies can form emotional relationships with consumers, encourage loyalty, and differentiate themselves from competitors. This will contribute to long-term business growth and success in a competitive market. Opening a branch in the form of a warehouse as a sales centre located in an urban area can provide easier access to major transportation networks, such as highways, ports, or airports. This eases the process of distributing mineral water to various destinations, including company branches and wholesale or retail customers. In addition, warehouse locations that are more accessible to

consumers with heavier traffic conditions are often visible to consumers and near residential areas, optimising purchasing decisions.

Innovate and adapt more to market trends and needs in terms of products, packaging, packaging design (logo, colour, typography, and visual style) and product variants so as to create a brand with its own characteristics and easily remembered by consumers. This involves not only product development to suit consumer tastes and demands, but also attractive and aesthetically pleasing packaging. Packaging design, including logos, colours, typography and visual style, plays an important role in creating a strong and memorable brand identity for consumers. By focusing on the creation of varied product variants, companies can provide consumers with diverse options according to consumer preferences. Evaluating the taste of bottled drinking water products is a very important aspect to improve in order to meet consumer expectations.

In order to achieve this, it is necessary to improve the filtration technology to maintain the quality of the taste and cleanliness of the product. In addition, the selection of the right packaging is also a key factor in ensuring the product remains fresh and delicious. By focusing on flavour enhancement, innovation, and healthy ingredient selection, it is expected that bottled water products can provide a more satisfying and refreshing experience for customers, and increase overall consumer satisfaction. For future research, suggestions are given to conduct further research related to consumer purchasing decisions and the factors that influence them. Future research is advised to develop research objectives that want to be researched and focus more on what is being researched. Research is also recommended by adding other variables for more relevant results in the future..

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