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**THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND PROMOTION  
ON CONSUMER PURCHASE DECISIONS FOR CLEO BRAND 550 ML  
PACKAGING MINERAL WATER**



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**Abstract**

This study aims to analyze the influence of product quality, price perception, and promotion on consumer decisions in purchasing 550 ml of Cleo brand mineral water. In an era of tight competition in the bottled drinking water industry, understanding the factors that influence purchasing decisions is crucial for companies to maintain and increase market share. This study uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who are active consumers of the Cleo brand. The data analysis technique used is multiple linear regression. The results of the study indicate that product quality, price perception, and promotion simultaneously have a significant effect on consumer purchasing decisions. Partially, product quality and price perception have a positive and significant effect, while promotion shows a lower but still significant effect. These findings provide important implications for Cleo's marketing strategy, especially in maintaining quality and setting prices that are in accordance with consumer value perceptions.

**Keywords:** Product Quality, Price Perception, Promotion, Purchasing Decisions, Cleo

## INTRODUCTION

Mineral water is a kind of drink that is very popular and spread from the community. Most people must have mineral water drunk, even in the form of bottles or gallons. Mineral water is described as water that has a good mineral content for the human body and comes from natural sources such as mountains and springs. Minerals including calcium, magnesium, and potassium are usually found in mineral water. This is important for maintaining body health. To ensure its safety, mineral water often goes through a filtration and quality improvement procedure.

Geographical location may affect mineral water. The highlands of West Java, Balinese springs, and rural springs are some of the most famous sources of mineral water in Indonesia. Each mineral water sauce has a different taste and texture, as well as varying mineral content and quality. Mineral water is beneficial for health in many ways. One of them is maintaining the body's electrolyte balance. Minerals called electrolytes are very important for maintaining the function of body organs regularly.

Your body will stay well hydrated and avoid dehydration when you drink mineral water that contains electrolytes. Mineral water also helps digestion. Constipation can be avoided and the digestion process is smoothed by the mineral components in mineral water. Because the mineral composition in mineral water dissolves salts and minerals that can cause kidney stones, the risk of kidney stones will decrease. Over time, Indonesia's economic growth has also increased rapidly, and competition has become increasingly fierce. This requires companies to be more responsive, creative and innovative. A prerequisite for a company's competitive success is to achieve customer acquisition and retention goals. Every business must strive to create and offer products and services that customers want at reasonable prices in order to meet this goal. Today, people are starting to consider and make smart product choices in order to gain benefits and profits from them. The public's need for drinking water continues to increase.

along with increasing awareness of the importance of health and cleanliness. Mineral water is one of the most popular products because it is considered safer and more comfortable to consume than regular water. One brand that has successfully captured the attention of consumers is Cleo. This brand is known for offering mineral water with advantages such as a high level of purity and a modern filtration process that ensures water quality. These advantages have succeeded in attracting the interest of consumers from various market segments, making Cleo the main choice amidst the competition in the mineral water industry.

## REVIEW OF LITERATURE

### Marketing Management

Marketing is a series of activities or processes aimed at creating, communicating, and delivering the value of a product or service to consumers. Marketing includes efforts to understand market needs and wants, and to develop strategies to meet those needs through relevant and attractive product offerings. According to (Ariyanto, 2023) marketing is a managerial process that allows individuals or groups to obtain what they need or want through the creation, offering, and exchange of products that are valuable to others. Marketing management includes managing products, both goods and services, so that they are better known to the public.

### Product Quality

Product quality is the characteristics of a product or service that affect its ability to satisfy stated or implied customer needs. Marketers can position themselves positively by emphasizing product quality. The quality of a product or service affects its performance,

which in turn affects consumer value and happiness. The company's main goal is to provide high-quality products. "In today's environment, companies must innovate to improve their efficiency, effectiveness, and performance to compete with other competitors" (Andespa, 2020).

### Price Perception

According to Schiffman and Kanuk in (Putra, 2021) price perception is the view or evaluation that customers have regarding the price of a product, including whether the price is considered high, low, or reasonable. This perception not only determines how customers assess the value of the product, but also has a major influence on their intention to purchase and the level of satisfaction they feel after making a purchase. In other words, price perception plays an important role in consumer purchasing decisions, because they tend to be more satisfied and have a desire to repurchase if the price is considered appropriate to the benefits or quality offered

### Promotion

Promotion is a variable in the marketing mix that is important for companies to do in marketing service products." In addition to functioning as a medium of communication between business actors and consumers, promotional activities can also be used to influence consumers to make purchases or use services according to their needs. The explanations of these experts lead to the conclusion that business actors use marketing as one of the strategies to introduce their products. Customers will be interested in the goods offered through advertising. Because people buy the goods they want according to their interests, promotion also provides benefits for business actors to avoid competition based on price.

## RESEARCH METHOD

This study uses a quantitative approach, which is a type of research in which data analysis is presented in the form of numbers (numeric) and processed using statistical methods with the help of SPSS software. The quantitative method was chosen because this study focuses on the collection and analysis of data in the form of numbers that will be analyzed statistically to answer research questions. The quantitative approach is used because this study aims to explain the causal relationship between the variables studied, namely Product Quality, Price Perception, and Promotion as independent variables, on purchasing decisions as dependent variables.

## RESULTS AND

### Validity Test

According to Riyanto and Hatmawan (2020), validity is a measurement to show whether a research instrument is said to be valid or suitable for use, while validity testing refers to how far an instrument can carry out its function. An instrument is said to be suitable if it can accurately measure what it wants to measure. The instrument is considered valid if  $r_{count} > r_{table}$  and significance value  $< 0.05$

**Table 1.**  
**Validity Test Results**

Variables	Item	Sig.	R count	R table	Information
Product Quality	X1.1	0,000	0,710	0,197	Valid

Price Perception	X1.2	0,000	0,615		
	X1.3	0,000	0,837		
	X1.4	0,000	0,721		
Promotion Variables	X2.1	0,000	0,775	0,197	Valid
	X2.2	0,000	0,740		
	X2.3	0,000	0,759		
	X2.4	0,000	0,789		
Product Quality Price Perception	X3.1	0,000	0,710	0,197	Valid
	X3.2	0,000	0,615		
	X3.3	0,000	0,837		
	X3.4	0,000	0,721		
Promotion	Y.1	0,000	0,747	0,197	Valid
	Y.2	0,000	0,741		
	Y.3	0,000	0,737		
	Y.4	0,000	0,743		

Based on the validity test table, the variables of product quality, price perception, promotion and consumer purchasing decisions are declared valid. Proven by all statement items less than the significance of 0.05. And r count is greater than r table (0.197).

### Reliability Testing

Reliability is the accuracy or consistency of a measuring instrument used, where the same results will always be obtained every time the measuring instrument is used (Riyanto & Hatmawan, 2020). states that when a variable has a Cronbach Alpha value greater than 0.60, it can be considered reliable.

Tabel 2  
Reliability testing

Variables	Cronbach's Alpha	N of item	Information
Product Quality	0,697	4	Reliable
Price Perception	0,764	4	Reliable
Promotion	0,807	4	Reliable
Consumer Purchasing Decisions	0,727	4	Reliable

Based on the results of the reliability test, it can be seen that the variables of product quality, price perception, promotion, and consumer purchasing decisions are declared reliable, because they have a Cronbach's Alpha value greater than 0.60.

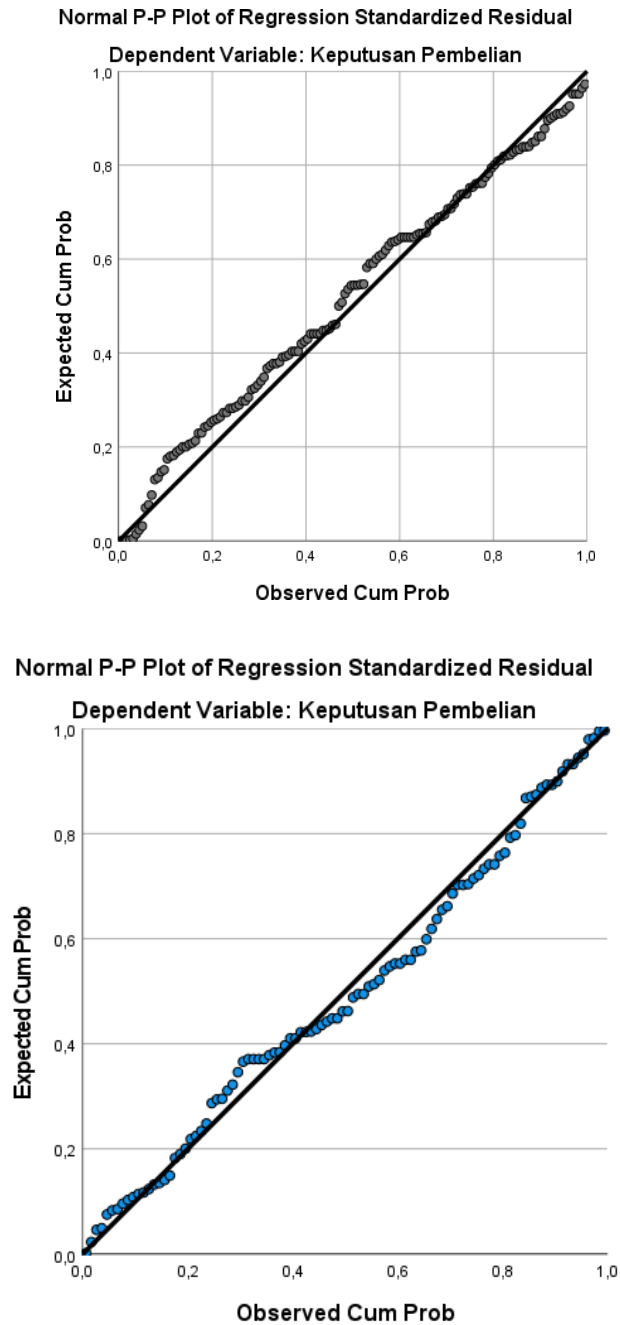
### Classical Assumption Test

#### Normality Test

Testing was conducted using the Kolmogorov-Smirnov (K-S) test with the help of SPSS

software. The decision-making criteria are if the significance value is  $> 0.05$ , then the residual data is considered to be normally distributed. Conversely, if the significance value is  $\leq 0.05$ , then the residual data is not normally distributed.

**Figure 1.**  
**Normality Test Results**



Based on the P-P Plot results, the data points are spread around the diagonal line, indicating that the residual distribution is close to a normal distribution. The deviation of the points from the diagonal line is very small, so it can be concluded that the residuals have a normal distribution pattern. This finding is in line with the results of the One-Sample Kolmogorov-Smirnov Test, where the Asymp. Sig. (2-tailed) value of 0.200 is greater than 0.05, so the normality assumption in the classical assumption test is met. Thus, the data can be used for further regression analysis.

**Multicollinearity Test**

The multicollinearity test aims to evaluate the presence of correlation between independent variables. A regression model is considered good if there is no correlation between independent variables. If the Tolerance value  $\geq 0.10$  and the VIF value  $\leq 10$ , then it is free from multicollinearity (Ghozali, 2016). The following are the results of the multicollinearity test

**Table 3.**  
**Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2,517	1,001		2,514	,014		
	Product Quality	,332	,095	,334	3,485	,001	,362	2,761
	Price Perception	,295	,079	,325	3,709	,000	,435	2,297
	Promotion	,217	,085	,253	2,558	,012	,342	2,928

a. dependent variable: purchasing decision

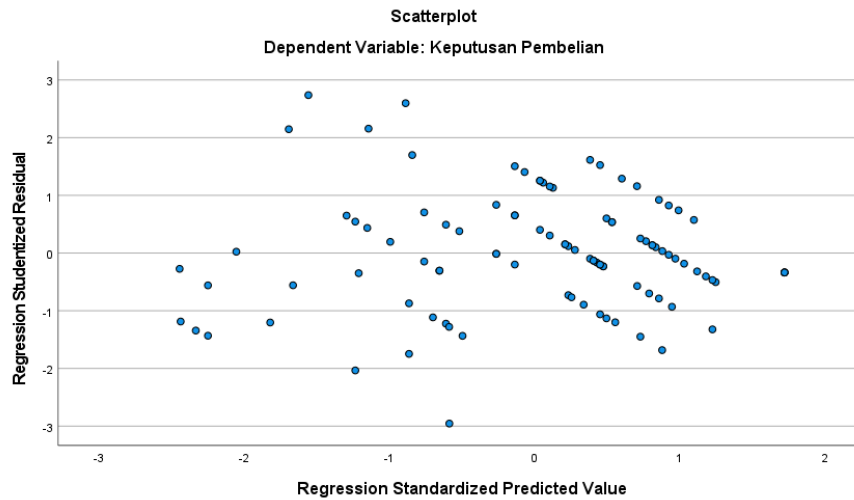
Source: processed data from SPSS, (2025)

Test, there is no indication of multicollinearity in the regression model, because all independent variables have a Tolerance value greater than 0.10 and a VIF less than 10. Specifically, the Product Quality, Price Perception, and Promotion variables have VIF values of 2.761; 2.297; and 2.928, respectively, which are still within the tolerance limit. This indicates that there is no very strong relationship between the independent variables in the model, so that the regression model used can be trusted for further analysis

**Heteroscedasticity Test**

Heteroscedasticity The heteroscedasticity test is used to determine whether there is inequality of variance of residuals between observations. In this study, the glejer test is used to detect the presence or absence of heteroscedasticity symptoms. If the significance value is greater than 0.05, then there is no heteroscedasticity symptom.

**Figure 2.**  
**Heteroscedasticity Test Results**



Source: processed data from SPSS, (2025)

Based on the results of the Heteroscedasticity Test using scatterplot, it can be seen that the residual points are randomly distributed around the zero axis without forming a particular pattern, either a tapered or widened pattern. This distribution indicates that the residual variance is constant, so it can be concluded that there is no heteroscedasticity in this regression model. Thus, the regression model meets the assumption of homoscedasticity and can be used for further analysis.

**Multiple Linear Regression Analysis Test**

**Table 4.**  
**Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,517	1,001		2,514	,014		
	Kualitas Produk	,332	,095	,334	3,485	,001	,362	2,761
	Persepsi Harga	,295	,079	,325	3,709	,000	,435	2,297
	Promosi	,217	,085	,253	2,558	,012	,342	2,928

Source: processed data from SPSS, (2025)

Based on the regression output results, the multiple linear regression equation can be written as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + e$$

The constant value of 2.517 indicates that if the variables Product Quality ( $X_1$ ), Price Perception ( $X_2$ ), and Promotion ( $X_3$ ) are zero, then the Purchase Decision ( $Y$ ) will still have a value of 2.517 in the units used in the model.

The Product Quality regression coefficient of 0.332 indicates that every 1 unit increase in Product Quality will increase the Purchase Decision by 0.332, assuming the other variables remain constant. The significance value ( $0.001 < 0.05$ ) indicates that Product Quality has a significant effect on the Purchase Decision.

The Price Perception regression coefficient of 0.295 indicates that every unit increase in Price Perception will increase the Purchase Decision by 0.295, assuming the other variables remain constant. The significance value ( $0.000 < 0.05$ ) indicates that Price Perception has a significant effect on the Purchase Decision.

The Promotion regression coefficient of 0.217 indicates that every 1 unit increase in Promotion will increase the Purchase Decision by 0.217, assuming other variables remain constant. The significance value ( $0.012 < 0.05$ ) indicates that Promotion has a significant influence on Purchase Decision.

**Test of Determination Coefficient (R2)**

According to Ghozali (2018), the coefficient of determination ( $R^2$ ) is used to measure how much the independent variable is able to explain the dependent variable in a regression model. The  $R^2$  value ranges from 0 to 1, where the closer it is to 1, the greater the proportion of the variability of the dependent variable that can be explained by the independent variable. Conversely, if the  $R^2$  value is low, then the independent variable is less able to explain the dependent variable significantly.

**Table 5.**  
**Test of Determination Coefficient (R2)**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825 <sup>a</sup>	.680	.670	1,184	2,190

- a. Predictors: (Constant), Promotion, Price Perception, Product Quality
- b. Dependent Variable: Purchasing Decision

Source: processed data from SPSS, (2025)

Based on the results of the determination coefficient test, the R-square value was obtained at 0.680 (68%). This means that the ability of the independent variables in this study can explain the dependent variable by 68%, while the remaining 32% ( $1 - 0.680$ ) is explained by variables other than the independent variables in the study.

**Hypothesis Test Simultaneous Test (F)**

The F test is used to assess the simultaneous influence of independent variables on the dependent variable. If the significance value is less than 0.05 or the calculated F exceeds the F table value, it can be concluded that variable X has a simultaneous influence on variable Y.

**Table 6.**  
**F Test**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	286,191	3	95,397	68,015	,000 <sup>b</sup>
Residual	134,649	96	1,403		
Total	420,840	99			

a. Dependent Variable: Purchasing Decision

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

Source: processed data from SPSS, (2025)

Based on the results of the f test, a significant value of  $0.000 < 0.05$  was obtained. So it can be concluded that the variables of product quality, price perception, and promotion have a simultaneous effect on the consumer purchasing decision variable.

### Partial Test (t)

The t-test is done by comparing the calculated t value with the t-table value and can be seen from the significant value. This step aims to determine the effect of each independent variable on the dependent variable. If the significance value is less than 0.05 or the calculated t exceeds the t-table, it can be concluded that variable X has a significant effect on variable Y.

**Table 7.**  
**Test (t)**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,517	1,001		2,514	,014		
	Product Quality	,332	,095	,334	3,485	,001	,362	2,761
	Price Perception	,295	,079	,325	3,709	,000	,435	2,297
	Promotion	,217	,085	,253	2,558	,012	,342	2,928

Source: processed data from SPSS, (2025)

### Discussion

- The Influence of Product Quality (X1) on Consumer Purchasing Decisions (Y) The results of the line study show that the variable Product Quality has a significant influence on Purchasing Decisions. This line is based on the results of the partial hypothesis test (It test) of 3.485 with a significance value of 0.001. The line value is compared with the table value of 1.98498 at a significance level of 5% and a certain degree of freedom. Because the calculated value is greater than the table value ( $3.485 > 1.98498$ ) and the significance value is smaller than 10.05, then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. The results of this study indicate that partially, Product Quality provides a real contribution in influencing consumer decisions to make purchases.
- The Influence of Price Perception (X2) on Consumer Purchasing Decisions (Y) The results of the study show that the variable Price Perception has a significant influence on

Purchasing Decisions. This is proven by the acquisition of a calculated value of 3.709 and a significance value of 0.000 which is compared to the table value of 1.98498 at a significance level of 5%, it can be seen that the calculated value is greater than the table value ( $3.709 > 1.98498$ ) and the significance value is smaller than 0.05. So, it can be concluded that the null hypothesis  $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted, which shows that consumers' perception of the price of a product has a significant influence on purchasing decisions.

- c. The Influence of Promotion (X3) on Consumer Purchasing Decisions (Y) The results of the study show that the promotion variable has a significant influence on purchasing decisions. This is proven through a test that produces a calculated value of 2.558 with a significance value of 0.012. Since the calculated value is greater than the table value ( $2.558 > 1.98498$ ) and the significance value is smaller than 0.05, it can be concluded that the promotion variable partially has a significant effect on consumer purchasing decisions. The results of the study indicate that the regression coefficient value of 0.217 on the promotion variable indicates a positive influence between promotion and consumer purchasing decisions. This means that every 1 unit increase in the intensity or effectiveness of promotion can increase purchasing decisions by 0.217 units, assuming that other variables remain constant.

## CONCLUSION

Based on the research that has been done, it can be concluded that :

1. Based on the results of this study, it can be concluded that Product Quality has a significant effect on Purchasing Decisions. This can be proven by the t-count value of 3.485 which is greater than 1.98498 and the significance value of 0.001 which is smaller than 0.05. In addition, the regression coefficient value of 0.332 indicates that every 1 unit increase in Product Quality can increase Purchasing Decisions so that the better the quality of the product offered, the higher the likelihood of consumers to make purchases
2. Based on the results of this study, it can be concluded that Price Perception has a significant effect on Purchasing Decisions. This can be proven by the t-value of 3.709 which is greater than 1.98498 and the significance value of 0.000 which is less than 0.05. In addition, the regression coefficient value of 0.295 indicates that every 1 unit increase in Price Perception can increase Purchasing Decisions so that when consumers have a price perception that is in accordance with the quality and benefits of the product, they are more likely to buy the product.
3. Based on the results of this study, it can be concluded that Promotion has a significant effect on Purchasing Decisions. This can be proven by the t-count value of 2.558 which is greater than 1.98498 and the significance value of 0.012 which is smaller than 0.05. In addition, the regression coefficient value of 0.217 indicates that every 1 unit increase in Promotion can increase Purchasing Decisions so that the more effective the promotional strategy is, the greater its influence on consumer decisions in making purchases.

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