Journal of Economics and Social Sciences (JESS)
Vol. 4, 1 (January-June, 2025), pp. 239-250
EISSN: 2808-5094, DOI: 10.59525/jess.v4i1.728

The Influence of Brand Awareness and Product Quality on Purchase Decisions (Case Study of Aqua Consumers in Klampis Village)

Wawan Nurdiyansyah[1], Suryaniningsih[2], Duladi[3], Ade Yunita[4]

[1] Politeknik Stibisnis; Indonesia; wawan.nd@gmail.com
[2] Politeknik Stibisnis; Indonesia; ummiyani83@gmail.com
[3] Politeknik Stibisnis; Indonesia; duladi@gmail.com
[4] Politeknik Stibisnis; Indonesia; yuniade33@gmail.com

ARTICLE INFO

Keywords:

Brand Awareness;
Product Quality;
Purchasing Decisions

Article history:

Received 2025-04-03
Revised 2025-05-09
Accepted 2025-06-13

ABSTRACT

The sales of bottled drinking water (AMDK) in Indonesia have grown rapidly, increasing competition among brands. Aqua remains the dominant brand in Klampis Village. This study aims to examine the influence of brand awareness and product quality on consumer purchasing decisions, both partially and simultaneously. A quantitative approach was used with 97 respondents selected through purposive sampling. Data were collected through observation, interviews, and questionnaires, and analyzed using multiple linear regression. The t-test results show that brand awareness (t = 3.923; sig. 0.000) and product quality (t = 9.987; sig. 0.000) both have a significant positive effect on purchasing decisions. The F-test also indicates a significant simultaneous effect (F = 126.009; sig. 0.000). These findings conclude that both brand awareness and product quality significantly influence consumer purchasing decisions for Aqua in Klampis Village. It is recommended that Aqua strengthen its brand image and maintain product quality to encourage repeat purchases.

Corresponding Author:
Wawan Nurdiyansyah
Politeknik Stibisnis; Indonesia; wawan.nd@gmail.com

1. INTRODUCTION

The availability of clean water suitable for consumption is increasingly limited due to environmental pollution, while the community's need for drinking water continues to increase. The lifestyle of modern society has also encouraged a change in preferences in choosing drinking water that is more practical, hygienic, and accessible. This phenomenon has encouraged the rapid growth of the bottled drinking water (AMDK) industry. According to data from the Central Statistics Agency (BPS, 2023), around 40.64% of households in Indonesia choose to use branded or refillable bottled water as their main source of drinking water. This indicates the increasing dependence of the public on bottled water products and the importance of brand image and product quality in influencing purchase decisions.

Aqua as a pioneer of the bottled water industry in Indonesia has built a strong reputation and maintained its position as a market leader based on the highest Top Brand Index over the past five years (2020–2024). Consumer perception of Aqua as a trusted brand makes it one of the dominant symbols in the bottled water category. In fact, in Klampis Village, Brebes, people tend to refer to all types of bottled drinking water as "Aqua", an indication of the strong brand awareness of this product. However, Aqua's reputation was tested by the emergence of negative issues related to the BPA content in gallon packaging and alleged political involvement. Although the company has clarified that its products are safe and not involved in political issues, this case shows that consumer trust in the brand does not depend solely on the quality of the product, but also on the overall perception of the brand.

An initial study conducted through interviews with 20 consumers in Klampis Village showed that 65% of respondents stated that they would buy bottled water from any brand as long as their needs were met, while another 35% still chose Aqua because of their trust in the brand. This fact reinforces the assumption that brand awareness plays an important role in purchasing decision-making, although product quality also remains a key consideration. Hair et al. (2006) stated that brand engagement and product quality can help consumers reduce the perception of social, performance, and financial risks. The higher the brand awareness and perceived product quality, the greater the consumer's confidence in his or her purchasing decision.

Kotler and Keller (2020) also state that purchasing decisions are influenced by consumers' perception of the brand and product quality. Brands that are already widely known and associated with high quality tend to gain trust and become the top choice of consumers. In line with this, several previous studies have shown a significant influence of brand awareness and product quality on purchase decisions. Research conducted by Annisa Fadilah (2022) and Taufik Saleh (2019) found that high brand awareness significantly increases consumers' tendency to choose and buy certain products. Consumers trust brands that they are familiar with and often see or hear. In addition, research by Wahyu Eka Putri and Yosi Afandi (2022) and Ernawati and Sidik (2022) confirmed that perceptions of product quality, such as reliability and durability, have a positive influence on consumer purchasing decisions.

Furthermore, research by Shaleh (2019) revealed that brand awareness and product quality simultaneously have a significant positive influence on purchase decisions. These findings support the urgency of the research conducted in Klampis Village, where it is seen that the perception of the Aqua brand and the quality of its products plays a role in the purchase decision. This study aims to empirically examine the extent of the influence of brand awareness and product quality on the purchase decision of Aqua consumers in Klampis Village, as well as to confirm the results of previous research in a specific local context.

2. METHODS

This study uses an associative quantitative approach, which aims to determine the relationship and influence between two or more variables. A quantitative approach is used to statistically analyze the data. The variables studied included brand awareness (X1) and product quality (X2) as independent variables, as well as purchase decisions (Y) as bound variables.

3. FINDINGS AND DISCUSSION

Result

Validity Test Results

The validity test is carried out to determine whether or not each statement item in the questionnaire is valid. In this study, the validity of the indicators was analyzed using df (*degree of freedom*) with the formula df = n-k, where n = number of samples, k = number of independent variables (Montgomery, Runger, and Hubele, 2018). So the df used is 97-2 = 95 with an error rate of 5% or 0.05 then it produces a rtable value of 0.1996. It can be seen in table 5. The validity test in this study is as follows.

Tabel Recapitulation of Validity Test Results

Variabel	Question Items	Correlation Coefficients	r tabel	Information
Brand Awareness (X1)	X1.1	0,602	0,1996	Valid
	X1.2	0,551	0,1996	Valid
	X1.3	0,485	0,1996	Valid
	X1.4	0,610	0,1996	Valid
	X1.5	0,714	0,1996	Valid
	X1.6	0,782	0,1996	Valid
	X1.7	0,718	0,1996	Valid
	X1.8	0,755	0,1996	Valid
	X1.9	0,695	0,1996	Valid
Quality Product (X2)	X2.1	0,709	0,1996	Valid
	X2.2	0,598	0,1996	Valid
	X2.3	0,761	0,1996	Valid
	X2.4	0,758	0,1996	Valid
	X2.5	0,782	0,1996	Valid
	X2.6	0,791	0,1996	Valid
	X2.7	0,591	0,1996	Valid
	X2.8	0,824	0,1996	Valid
	X2.9	0,756	0,1996	Valid
	X2.10	0,760	0,1996	Valid
	X2.11	0,759	0,1996	Valid
	X2.12	0,842	0,1996	Valid
	X2.13	0,362	0,1996	Valid
	X2.14	0,240	0,1996	Valid
Keputusan Pembelian (Y)	Y.1	0,813	0,1996	Valid
	Y.2	0,792	0,1996	Valid
	Y.3	0,623	0,1996	Valid
	Y.4	0,658	0,1996	Valid
	Y.5	0,803	0,1996	Valid
	Y.6	0,782	0,1996	Valid
	Y.7	0,757	0,1996	Valid
	Y.8	0,657	0,1996	Valid

Source : SPSS Processed Data, 2024

Based on the recapitulation table of the results of the validity test above, it can be seen that all rcalculus values are greater than rtable n-2 = 95 (0.1996). This means that each statement item or indicator of *the variables of Brand Awareness, Product Quality* and Purchase Decision is declared valid. Thus, it can be stated that this instrument can be used as an instrument in measuring the set variables

Reliability Test Results

Reliability tests are used to measure the consistency of a variable. The question item in the variable is said to be reliable or reliable if the respondent's answer is consistent or stable over time. A variable is said to be reliable if it gives a *Cronbach Alpha* value > 0.60. The results of the reliability test from the *variables Brand Awareness* (X1), *Quality Product* (X2) and Purchase Decision (Y) can be seen in the following table:

Tabel Recap of Reliability Test Results

No	Variabel penelitian	Cronbach's Alpha	Information
1	Brand Awareness (X1)	0,839	*Reliabel*
2	Quality Product (X2)	0,907	*Reliabel*
3	Purchase Decision (Y)	0,878	*Reliabel*

Source : SPSS Processed Data, 2024

Based on the recapitulation table of reliability test results above, it can be seen that each variable of *Brand Awareness*, *Product Quality* and Purchase Decision, turns out to have a *Cronbach Alpha* value of > 0.60. Thus, the results of the reliability test for all variables are reliable.

Normality Test Results

The normality test was carried out to determine the data of the research variables, as well as whether the residual was normally distributed or not. Normality testing uses *the Kolmogorov-Smirnov* test (K-S) based on the significance value of the calculation (*Asymp. Sig. (2-tailed*). The data of the study variables is declared to be normally distributed if *the value of Asymp. Sig. (2-tailed)* is greater than the significance level (α) = 0.05, on the other hand, if the value *of Asymp. Sig.* (*2-tailed*) is smaller than the significance level (α) = 0.05, then the data of the research variables is declared not to be normally distributed. The results of the data normality test conducted using *the Kolmogorov-Smirnov* (K-S) test are presented in the following table:

Tabel Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,57152586
Most Extreme Differences	Absolute	,086
	Positive	,063
	Negative	-,086
Test Statistic		,086
Asymp. Sig. (2-tailed)		,072[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

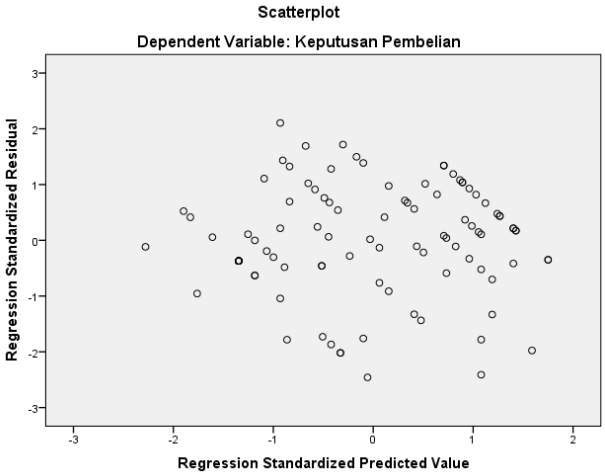
Source : SPSS Processed Data, 2024

The results of the normality test as listed in the Table can be found that *the value of Asymp. Sig.* (*2-tailed*) of unstandardized residual = 0.072 which is greater than 0.05 (*Asymp. Sig.* > 0.05), so it can be concluded that all variable data in this study are declared to be normally distributed.

Heteroscedasticity Test Results

The Heteroscedasticity test is used to test whether in a regression model there is similarity or variance between one observation and another. The results of the heteroscedasticity test can be seen in the Scatterplot graph image, as shown in the image below:

Picture Heteroscedasticity Test Results



Source : SPSS Processed Data, 2024

From the image of the heteroscedasticity test results above, it can be seen that the dots are spread above and below zero on the Y axis and do not form a certain pattern/groove, so it can be concluded that heteroscedasticity does not occur or in other words homoscedasticity occurs. The classical assumption of heteroscedasticity in this model is fulfilled, i.e. being free from heteroscedasticity.

Multicollinearity Test Results

The multicollinearity test was carried out to test whether there is a correlation between independent variables in the regression model. The Multicollinearity test needs to be carried out because the number of independent variables in this study amounts to more than one. The results of the multicollinearity test can be seen in the table below:

Tabel Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness	,643	1,556
	Quality Product	,643	1,556

a. Dependent Variable: Keputusan Pembelian

Source : SPSS Processed Data, 2024

Based on the results of the multicollinearity test, it can be seen that from the two variables the tolerance value is 0.643 > 0.10 and the VIF value is 1.556 < 10, it can be said that there is no multicollinearity in the two independent variables. Based on the requirements of the classical assumption of linear regression, a good linear regression model is one that is free from the existence of multicollinearity. Thus, the above model has been free from the existence of multicollinearity.

Analysis of the Regresi Linier Berganda

In this study, the data analysis technique used is multiple linear regression. This analysis technique was used to determine the magnitude of the influence between *Brand Awareness* and *Product Quality* on the Purchase Decision of Aqua products in Aqua Consumers in Klampis Village.

Tabel Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	,719	2,256	
Brand Awareness	,240	,061	,263
Quality Product	,415	,042	,670

a. Dependent Variable: Keputusan Pembelian

Source : SPSS Processed Data, 2024

The table above shows the results of data processing regression of *the variables Brand Awareness*, *Product Quality* on Purchase Decisions. The results of the multiple linear regression equation from this research model are:

$$Y = 0.719, + 0.240\ X1 + 0.415\ X2$$

Based on the results of the multiple linear regression equation, it is described as follows:

1. Constant a = 0.719 states that if the independent variables *of Brand Awareness* and *Product Quality* of Aqua products are constant, then the purchase decision for Aqua consumers in Klampis village is 0.719 units.
2. The coefficient X1 = 0.240, indicates that if the *Brand Awareness variable of* Aqua products is increased by 1 unit, then the decision to purchase products for Aqua consumers in Klampis village will increase by 0.240 assuming that the *Brand Awareness variable of Aqua products* is constant.
3. The coefficient X2 = 0.415, indicating that if the *variable Quality product* of Aqua products is increased by 1 unit, then the decision to purchase products from Aqua consumers in Klampis village will increase by 0.415 assuming that the *variable Quality* of Aqua products is constant.

Based on the regression equation above, it can be concluded that the *Brand Awareness* variable (X1) and *the Product Quality* variable have a positive effect on the Purchase Decision (Y1). And the dominant factor that affects the Purchase Decision is *Product Quality* which is shown with the largest regression coefficient value compared to the *Brand Awareness* variable , which is 0.415.

Hypothesis Test Results

Partial Test Results (t-test)

Partial tests are used to show how much influence independent variables individually have in explaining dependent variables. Decision making is carried out if the value t is calculated > t table and Sig < 0.05, then there is an influence of the independent variable on the bound variable. The results of the partial test in this study are as follows:

Tabel Partial Test Results (t-test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,719	2,256		,319	,751
	Brand Awareness	,240	,061	,263	3,923	,000
	Quality Product	,415	,042	,670	9,987	,000

a. Dependent Variable: Purchase Decision

Source : SPSS Processed Data, 2024

The results of the t-test in this study can be seen in the table above, with the following explanation: According to Sugiyono (2017) the t-table is obtained from the formula df = 0.05; n-k-1 or 97-2-1= 94. It is known that t-table is 1.986 with a significance of 0.05.

Information:

n : number of samples

k : number of independent variables

The basis for decision-making is that if the tcount is > table (1.986) and the sig value < 0.05, then it can be said that variable X has a positive and significant effect on variable Y. Based on the table above, the following is explained the influence of each partially independent variable:

1. The results of the test with SPSS for *the brand awareness* variable (X1) on the purchase decision (Y) were obtained with a tcal value = 3.923 > ttable = 1.986 with a significance level of 0.000 < 0.05. This means that the *Brand Awareness* variable (X1) has a positive and significant influence on the purchase decision (Y), in other words the hypothesis (H1) is accepted.
2. The results of the test with SPSS for the variable Quality Product (X2) on the purchase decision (Y) were obtained with a tcal value = 9.987 > ttable = 1.986 with a significance level of 0.000 < 0.05. This means that the *Quality Product* variable (X2) has a positive and significant influence on the purchase decision (Y), in other words the hypothesis (H2) is accepted.

Simultaneous Test Results F

The F test or simultaneous influence test aims to determine the influence of the independent variable consisting of *Brand Awareness* (X1) and *Quality product* (X2) together on the bound variable, namely the Purchase Decision (Y). The F-Test or Analysis of Variance (ANOVA) basically shows whether or not all the independent variables in the model contribute significantly to the dependent variables at the same time. Here are the findings from the SPSS for the F-Test:

Tabel F Test Results

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	635,652	2	317,826	126,009	,000[b]
Residual	237,091	94	2,522		
Total	872 ,74 2				

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Quality Product, Brand Awareness

Source : SPSS Processed Data, 2024

According to Prof. Dr. Sugiyono (2020), the F table is searched in the statistical table at a significance of 0.05. With α = 0.05, df1 = k or 2, and df2 = n-k-1 or 97-2-1 = 94, then the obtained F table is 3.09.

Information:

n = number of samples

k = Number of independent variables

H3 testing, in table 5.15 the results of the F Anova test are known to have a significant value of 0.000 < 0.05 and F is calculated as 126.009 > F table 3.09 so that H3 is accepted, which can be concluded that there is a simultaneous influence between *brand awareness* (X1) and *quality product* (X2) on the purchase decision (Y) of Aqua consumers in Klampis Village.

Determination Coefficient Test Results (R2)

The determination coefficient (R2) test is used to measure how capable a model is in showing independent variable variation. This study uses Adjusted R-Square because of its flexible value in the event of the addition of independent variables to the research model (Ghozali, 2018). According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33.

Tabel Determination Coefficient Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,853[a]	,728	,723	1,58816

a. Predictors: (Constant), Quality Product, Brand Awareness

b. Dependent Variable: Purchase Decision

Source : SPSS Processed Data, 2024

From the table of the results of the determination coefficient (R2) test above, an Adjusted R Square value of 0.723 was obtained, which means that the percentage between *the Brand Awareness* and *Quality Product* variables affected consumer purchase decisions on Aqua products in Klampis village by 72.3% with a strong category and the rest (100% - 72.3% = 27.7%) of 27.7% was influenced by other variables that were not studied in this study. For example, such as price, promotion, brand image, and others.

Discussion

This study aims to determine the influence of brand awareness and product quality on the purchase decision of Aqua consumers in Klampis Village. The results of the study show that these two variables both partially and simultaneously have a positive and significant effect on purchasing decisions.

First, based on the t-test, brand awareness has a calculated t-value of 3.923 > table t of 1.986 and a significance value of 0.000 < 0.05, which means that H1 is accepted. This means that the higher the consumer's awareness of the Aqua brand, the greater their tendency to buy the product. This is in accordance with Keller's (2020) theory that brand awareness makes it easier for consumers to recognize brands and remember them in certain product categories. Aqua as a bottled drinking water (bottled water brand) has managed to become the top of the minds of consumers, thanks to the strength of brand image, product availability, and consistent promotion. These findings support the results of previous research by Taufik Saleh (2019) and Annisa Fadilah (2022) who stated that brand awareness has a significant effect on purchasing decisions.

Second, the results of the t-test also showed that product quality had a significant effect on the purchase decision, with a t-value of 9.987 > t table 1.986 and a significance of 0.000 < 0.05. This proves that the quality of Aqua products is an important factor in encouraging consumers to make purchases. The quality in question includes taste, clarity, safety, and durability of the packaging. The theory of Kotler and Keller (2016) supports this finding, that product quality is the ability of the product to meet needs and provide benefits according to consumer expectations. These findings are also in line with the research of Rosmita (2023), Wahyu Eka Putri & Yosi Afandi (2022), and Ernawati & Gia Fitra Buana Sidik (2022) which affirms the importance of product quality in influencing purchasing decisions.

Third, through the simultaneous F test, it was found that brand awareness and product quality together had a positive and significant influence on purchase decisions with a significance value of 0.000 < 0.05, so that H3 was accepted. This means that the combination of brand awareness and product quality plays a big role in shaping consumers' decision to buy Aqua. Hair et al. (2006) stated that brand awareness and product quality can reduce the perception of purchase risk and increase consumer trust in brands. With the strength of a well-known brand and maintained product quality, Aqua is able to maintain customer loyalty and attract new consumers.

In conclusion, to maintain dominance in the bottled water market, Aqua needs to continue to strengthen brand awareness through effective brand communication strategies, as well as maintain and improve product quality so that consumer purchase decisions remain high.

4. CONCLUSION

Based on the results of research and discussion on *the Influence of Brand Awareness and Product Quality on Purchase Decisions* (Case Study of Aqua Consumers in Klampis Village) explained in Chapter V, it can be concluded that the brand awareness variable partially has a significant effect on the purchase decision of consumers of Aqua products in Klampis Village. In addition, product quality variables also partially have a significant effect on purchase decisions. Simultaneously, these two variables, namely brand awareness and product quality, have a significant influence on consumer purchase decisions. The value of the determination coefficient showed that the influence of brand awareness and product quality on consumer purchase decisions was 72.3%, while the remaining 27.7% was influenced by other variables that were not studied in this study, such as price, promotion, brand image, and others.

REFERENCES

Aaker, D. A. (2019). Managing brand equity: Creating, measuring, and managing brand value. Pearson Education.

Abi, Yudi Irawan. 2020. Pengaruh Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Kfc Di Kota Bengkulu. Managament Insight: Jurnal Ilmiah Manajemen, 15(1), 95-107. Available at: https://doi.org/10.33369/insight.15.1.95-107

Amelfdi, F. J., & Ardyan, E. (2021). Pengaruh Brand Awareness, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Di Store Zara Pakuwon Mall Surabaya. Performa: Jurnal Manajemen dan Start-Up Bisnis Vol. 5(6), 473–483. Available at: https://doi.org/10.37715/jp.v5i6.1825

Astuti, Miguna dan Matondang Nurhafifah. (2020). Manajemen Pemasaran: UMKM dan Digital Sosial Media. Yogyakarta: Deepublish.

Benedikta Desideria,. (2023, November 13). Galon Air Minum Mengandung BPA, Bagaimana Aturannya di Indonesia?. Liputan6.com. https://www.liputan6.com/health/read/5452316/galonairminummengandu ng -bpa-bagaimana-aturannya-di-indonesia. [diakses 22 Maret 2024]

Binekasri, Romys. (2022, Juli 26). Ini Sosok Pemilik Asli Air Minum Aqua Beserta Sejarahnya. CNBC Indonesia. https://www.cnbcindonesia.com/market/20220726095229-17-358563/ini-sosok-pemilik-asli-air-minum-aqua-beserta-sejarahnya

Chin, W. W. (1998). The Partial Least Squares Aproach to Structural Equation Modeling. Modern Methods for Business Research, 295, 336

CNBC Indonesia. (2023, October 8). Heboh Soal Air Galon BPA, Ini Fakta Ilmiahnya. Retrieved from: https://www.cnbcindonesia.com/news/ 20231008184743-4-478870/heboh-soal-air-galon-bpa-ini-faktailmiahnya [diakses 23 Maret 2024]

Dwiyanti, D., et al. (2018). Pengaruh Faktor Internal dan Eksternal Perusahaan Terhadap Brand Awareness pada Produk Kosmetik di Era Digital. Jurnal Administrasi Bisnis, 17(2), 181-194.

Fatih Imantoro. (2018). Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Impuls Konsumen Pada Produk Minuman Isotonik Pocari Sweat di Kota Semarang. Jurnal Administrasi Bisnis, 23(2)

Firmansyah, D. (2019). Pengaruh Kualitas Produk, Promosi, dan Harga Terhadap Keputusan Pembelian Konsumen pada Produk Minuman Isotonik Pocari Sweat di Kota Semarang. Jurnal Bisnis dan Manajemen Universitas Dian Nuswantoro, 5(2), 31-42.

Ghozali, Imam. (2021). Metode Penelitian Kuantitatif: Analisis Multivariat. Alfabeta.

Ghozali, I. (2016) Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.

Gunawan, R. (2022). Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen pada Restoran Kopi Mantan Teman Kota Yogyakarta. Jurnal Administrasi Bisnis, 23(2), 115-126.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2006). Multivariate data analysis. Pearson Prentice Hall

Harjadi, Didik. (2021). Experiental Marketing dan Kualitas Produk dalam Kepuasan Pelanggan Generasi Milenial

Herdana, A. (2015). Pengaruh Kualitas Produk, Promosi Penjualan, dan Brand Image Terhadap Brand Awareness pada Produk Sabun Mandi Lux. Jurnal Manajemen dan Kewirausahaan, 19(2), 189-200.

Katadata Insight Center. (2023, February 23). Aqua dan Le Minerale, Dua Merek Air Mineral Paling Banyak Dikonsumsi Warga Indonesia. https://databoks.katadata.co.id/datapublish/2023/02/23/aquadanleminerale-dua-merek-air-mineral-paling-banyak-dikonsumsi-warga-indonesia. [diakses 4 April 2024]

Katadata. (2023, October 27). Mayoritas Rumah Tangga Indonesia Konsumsi Air Minum Kemasan. https://databoks.katadata.co.id/datapublish/2023 /10/27/ mayoritas-rumah-tangga-indonesia-konsumsi-airminumkemasan [Diakses 23 Maret 2024]

Keller, K. L. (2020). Branding strategy: Building, measuring, and managing brand equity. Pearson Education.

McQuarrie, E. F., & Schoenfeldt, P. (2017). Brand awareness and brand memory. In The psychology of marketing (pp. 269-292). SAGE Publications.

Meirna Larasati (2024). Fakta di Balik Hoaks AQUA Pro Israel. Kompas TV. https://twitter.com/KompasTV/status/1743991177073017224

Montgomery, D. C., Runger, G. C., & Hubele, N. F. (2018). Engineering statistics. John Wiley & Sons.

Musfar, T. F. (2021). Manajemen Produk dan Merek. Media Sains Indonesia.

Nst, A. F. (2022). Pengaruh Brand Awareness Dan Kepercayaan Terhadap Keputusan Pembelian Sepatu Converse: Studi Kasus Fakultas Psikologi Universitas Medan Area. *Jurnal Psikologi Indonesia*, 10(2), 55-70.

Opinimas Ding. (2023, 11 November). Peta Kecamatan Jatibarang, Kabupaten Brebes. https://neededthing.blogspot.com/2022/06/peta-administrasi-kecamatan-jatibarang.html [diakses 27 Mei 2024]

Portal Brebes Pikiran Rakyat. (2023, 14 Desember). Sejarah Asal Usul Desa Klampis Brebes, Desa yang Dulunya Berdiri Sebuah Pohon Klampis yang Jadi Persinggahan. https://portalbrebes.pikiran-rakyat.com/sejarah/pr-1266670416/sejarah-asal-usul-desa-klampis-brebes [diakses 27 Mei 2024]

Putry, Afandi. (2022). Pengaruh Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Scarlett Whitening (Study Pada Konsumen Scarlett Whitening). Jurnal Aplikasi Bisnis, 8(2), 505-518. E-ISSN: 2407-5523, ISSN: 2407-3741.

Rahma Afwina, S.Psi., M.Psi. (2020). Evaluasi Setelah Pembelian Tipe-tipe Pengambilan Keputusan Konsumen. Blog Rahma Afwina, https://rahmaafwina.blog.uma.ac.id/profile/. [diakses 6 Mei 2024]

Randi, Barlian Septafio. (2018). Perbaikan Proses Layanan Resto Dengan Menggunakan Qfd (Quality Function Deployment) Pada Resto XYZ. Skripsi, Universitas Airlangga.

Rosmita, R. (2023). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Pada Bolu Kemojo Gerai Aurel Mandiri Kabupaten Kuantan Singingi. JIABIS: Jurnal Ilmu Administrasi Bisnis dan Sosial, 1(1), 14-25. https://journal.uir.ac.id/index.php/jiabis/article/view/12984

Sehat Aqua. (n.d.). Air Kemasan Galon AQUA Aman Karena Telah Memiliki Izin Edar BPOM. https://www.sehataqua.co.id/air-kemasan-galon-aqua-aman-karena-telah-memiliki-izin-edar-bpom/. [diakses 4 april 2024]

Selly, & Rustam, T. A. (2022). Pengaruh Keamanan dan Kepercayaan Konsumen Terhadap Keputusan Pembelian E-Commerce Pada Facebook. Jurnal Ilmiah Universitas Muhammadiyah Surakarta, 10(2)

Shaleh, Taufiq. 2019. Analisis Pengaruh Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Produk Batik Natural Indigo DYED. Jurnal Ilmu Administrasi Bisnis, 6(3), 179-190.

Sugiyono. (2017). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.

Tirto Utomo, Pendiri Aqua: "Saya Menjual Aqua dengan Harga Rp 8 Triliun" https://www.kompasiana.com/sofiaummil/6217920b8700642bca41b873/who-s-tirto-utomo [diakses 27 Mei 2024]

TopBrand Award. (Tahun). Komparasi Brand: [Nama Kategori]. Diakses pada [Tanggal], dari https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=432[diakses 27 Mei 2024]

Victoria, & Tasik Utama. (2022). Pengaruh Brand Awareness terhadap Keputusan Pembelian di PT Nusa Jawara Logistik. Repository Universitas Hindu Negeri (UHN) Denpasar, https://repository.uhn.ac.id/handle /123456789/7045

Wibowo, A. S. (2017). Pengaruh Brand Awareness Terhadap Keputusan Pembelian. E-Proceeding Of Applied Science, 3(2), 230-249. https://ejournal.unitomo.ac.id/index.php/niaga/article/view/3071

Wilujeng, S. R., & Edwar, M. (2014). Pengaruh Brand Awareness dan Brand Trust Terhadap Keputusan Pembelian Produk Oriflame. Jurnal Mahasiswa Unesa, 2(1), 1-15

Yunita, S., Handayani, E., & Kurniawati, E. (2019). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen pada Produk Kosmetik di Era Digital. Jurnal Manajemen dan Kewirausahaan UMY, 17(2), 211–220.

Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. Budapest International Research and Critics Institute-Journal (BIRCI-Journal, 2(1), 472–481