

The Influence of Brand Awareness on Purchasing Decisions of NU Berkah Drinking Water Products

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Abstract: *With a focus on the NU Berkah brand, the study's goal was to investigate how brand awareness influences consumers' decisions to buy bottled drinking water products. This study's research method is quantitative. The sampling process made use of purposeful sampling. There were 99 responders in all to this survey. Respondents were men and women in Indonesia between the ages of 17 and 57 who consume water in bottles bearing the NU Berkah brand. To gather primary data, the data source used Google Forms to send questionnaires. highly disagree, disagree, agree, and highly agree were the response criteria for closed-ended questions in this study. Partial Least Squares was the data analysis technique employed with the SmartPLS tool version 4.1.0.0. The study's conclusions show that customer decisions to buy are positively and significantly impacted by brand awareness.*

Keywords:

Brand Awareness, Drinking Water Product, Purchase Decision

INTRODUCTION

Drinking water as an essential human need that should not be ignored, has a very important meaning for the well-being and health of individuals (Fetni et al., 2023). Water consumption is a vital part of daily living, and it is recommended that each person drink two to three liters of water daily to keep their bodies balanced and avoid dehydration. Along with the development of modern lifestyles, especially in urban areas, packaged drinking water has become a highly sought-after solution because of the convenience and quality it offers. The drinking water market is becoming more competitive as a result of this trend, which reflects rising consumer demand. Different companies are vying for market share through creative marketing techniques and product differentiation. While this competition is going on, brand awareness factors are important aspects that can influence consumer purchasing decisions (Prasetia, 2021).

In the face of increasingly fierce competition in the bottled water industry, various brands are competing to develop effective marketing strategies to strengthen their position in the minds of consumers. An effective marketing strategy is one of the keys to increasing competitiveness (Istiqomah, 2023), especially through social media and print media which are now the main communication channels for building relationships between brands and consumers (Watajdid et al., 2021). Through social media, companies have the opportunity to reach a wider audience, increase interaction, and strengthen brand image (Reza & Silalahi, 2023). On the other hand, print media still plays an important role in reaching consumer segments that tend to trust more formal and structured information.

In the modern marketing world, brands play an increasingly significant role in shaping the relationship between consumers and products (Amin, 2019). Brands not only function as markers of product identity, which ultimately influence their loyalty and purchasing decisions (Parag et al., 2023). The bottled drinking water industry in Indonesia has experienced rapid development in recent decades, marked by increased consumption and increasingly fierce competition among existing brands such as Aqua, Cleo, Le Minerale, NU Berkah, etc.

In early 2018, PT NU Berkah created the NU Berkah drinking water product due to the many requests and demands from NU residents for NU to have its own drinking water that can be drunk by NU residents in their daily lives, also to be served to their guests, both during weekly celebrations, monthly celebrations, or annual events, all of which really need drinking water to be served. Responding to the many requests from the community, PT NU Berkah felt called to act to realize the many desires of the community so far. The NU Berkah brand emerged as one of the local drinking water products that seeks to expand its market share amidst the dominance of big brands. By offering quality water using the Reverse Osmosis (RO) process of separating water content, producing 40/100 water that is safe and healthy for the body. Therefore, it is important to understand how a strong brand reputation and high level of brand

awareness can influence consumer purchasing decisions in the context of this rapidly growing local market (Rybackzewska et al., 2020).



Figure 1. NU Berkah Products

Brand awareness is the ability of customers to recognize and remember a product or service from a brand (Budiono & Slamet, 2022). Most consumers assume that a well-known brand has the potential to be reliable, stable, in business and quality that can be accounted for (Astri et al., 2024). As one of the fundamental elements in brand equity, brand awareness reflects the level of recognition and recall that consumers have for a particular brand. High brand awareness allows the brand to be the main choice in the consumer purchase evaluation process. In the marketing literature, brand awareness is considered an important prerequisite for building brand preference, creating loyalty, and influencing purchasing decisions. This is relevant in highly competitive markets, where consumers often rely on well-known brands to reduce risk and complexity in the decision-making process. For local brands, increasing brand awareness is a crucial strategy to attract consumer attention, compete with big brands, and expand market share. Thus, understanding the impact of brand awareness on consumer behavior provides an important contribution to designing effective marketing strategies.

Purchasing decisions are actions taken by consumers in deciding to buy goods or services they need (Batee, 2019). According to Arfah (2022), purchasing decisions are one of the stages in the purchasing decision process before post-purchase behavior. This process starts from recognizing needs to final purchasing actions, involving various stages such as information search, alternative evaluation, purchasing decisions, and post-purchase behavior. In marketing

literature, purchasing decisions are often influenced by various internal and external factors, including motivation, perception, attitude, and social and cultural influences. Therefore, understanding the dynamics of consumer purchasing decisions towards products is crucial to designing effective marketing strategies and increasing brand competitiveness in an increasingly competitive market.

Formulation of Hypothesis

Several previous studies on brand awareness on purchasing decisions show that brand awareness has a positive and significant effect on purchasing decisions (Astri et al., 2024); Priyatna & Kamilah, 2023; Alfian et al., 2024) . With brand awareness, consumers find it easier to remember a product and have the potential to purchase the product. Brand awareness acts as a prerequisite for considering a brand in the purchasing decision-making process.

H1 = There is an influence between brand awareness and purchasing decisions.

This competition creates unique challenges in maintaining a positive brand reputation while increasing brand awareness among consumers who excel at a variety of similar product choices (Ifadhila et al., 2024). In the drinking water sector, consumer purchasing decisions are often driven by trust in brand reputation and the level of consumer recognition or awareness of the brand (Fortuna, 2018) . Reputation and awareness are often considered important determinants (Rahakbauw & Batubara 2024), which can drive loyalty and purchasing decisions. The purpose of this study is to examine the effect of brand awareness on consumer decisions to purchase bottled drinking water products, with a special emphasis on the NU Berkah brand.

RESEARCH METHOD

The research process proposed by Nazara & Yuliana (2024) and Rosinta & Yuliana (2024) begins with the collection of research data, which is then supplemented through the use of supporting references and interviews with respondents. Purposive sampling, a sampling technique in which the approach is based on existing population characteristics, is the sampling strategy used in this study (Yuliana et al., 2022; Saputri et al., 2024; Hamdani & Yuliana, 2024). This technique is used to select individuals or groups who have special knowledge, experience, or characteristics that can provide in-depth and meaningful information about the topic being studied (Khoiroh et al., 2023; Bali & Yuliana , 2024; Riyanto & Yuliana , 2024).

The research method used in this study is quantitative. Respondents in this survey amounted to 99 people. Respondents are men and women aged 17-57 years who live in Indonesia and use NU Berkah brand of Packaged Drinking Water. The data source distributed questionnaires via Google Form to obtain primary data. In this study, closed questions were used with Likert scale answer criteria Specifically, disagree, agree, strongly agree, and strongly disagree. By using the SmartPLS tool version 4.1.0.0, partial least square is the data analysis technique used.

RESULTS AND DISCUSSION

The respondents of this study were men and women aged between 17 and 57 years. Google Form was used for this distribution, and 99 respondents completed the survey. Respondent data is spread across Indonesia, there is 1 respondent for the Jabodetabek area, while there are 97 respondents for the Java area, there is 1 respondent for East Nusa Tenggara. Based on the latest educational background, out of 99 total respondents, 52 people have high school education, 7 people have D3 education, 39 people have S1 education, 1 person has S2 education.

Table 1. Respondent Demographics

Respondent Criteria	Number of Respondents	Percentage
By Age		
17 - 27	56	57%
28 - 37	43	43%
38 - 47	0	0%
48 - 57	0	0%
Based on Domicile		
Greater Jakarta Area	1	1%
Java	97	98%
Kalimantan	0	0%
Sulawesi	0	0%
Sumatra	0	0%
Maluku	0	0%
Papua	0	0%
West Nusa Tenggara	0	0%
East Nusa Tenggara	1	1%
Based on Education		
JUNIOR HIGH SCHOOL	0	0%
SENIOR HIGH SCHOOL	52	53%
Diploma (D3)	7	7%
Bachelor degree)	39	39%
Master (S2)	1	1%
Doctor (S3)	0	0%
Professional Education	0	0%
By Job		
Student	2	2%
ASN	1	1%

Private sector employee	92	93%
Businessman	1	1%
Housewife	2	2%
Freelancers	0	0%
unemployment	1	1%
Budget for Purchasing NU Berkah Drinking Water Products		
<Rp 50,000	55	56%
Rp. 50,000 - 200,000	34	34%
Rp. 200,000 - 750,000	4	4%
Rp. 750,000 - 1,000,000	3	3%
> Rp. 1,000,000	3	3%

Validity Test Results

When observing measurements with positive associations of similar constructs using alternative measures, convergent validity testing is necessary (Fauzan et al., 2023; Saputri et al. , 2024) . The average variance extracted (AVE) and the external loading value are needed to determine the value (Utoyo et al., 2023; Tarisca & Yuliana, 2024) . Based on table 2 below, the values obtained from the results of the validity test processing are as follows:

Table 2. Validity Test

Variables	Indicator	Loading Factor
Brand Awareness	BA1	0.876
	BA2	0.886
	BA3	0.936
	BA4	0.839
Purchase Decision	PD1	0.860
	PD2	0.901
	PD3	0.824

Source: Processed data (2024)

In addition to the provisions that have been set in the form of an explanation of the substantial part of each variant indicator by a latent variable of at least 5%, the highest outer loading value of the construct can indicate that the related indicators have many similarities (Mustikasari et al., 2022; Saksono & Yuliana, 2024) .

The average value of the square of the indicator loads related to the construct is called the Average Variance Extracted (AVE), and it is determined that the

AVE value must be 0.5 or higher based on Yuliana et al., (2024) and Saputri et al., (2024) . This indicates that the average construct can explain more than half of the variance of its indicators (Justiana & Yuliana, 2023; Sherlyta et al., 2024) .

AVE and Reliability Test Results

Reliability testing is followed by the research instrument test, which uses Smart PLS 4.1.0.0 using the PLS Algorithm method (Simbolon et al., 2024); Slamet & Yuliana, 2024) . Table 3 shows the results of the reliability test carried out on each variable using the Cronbach's Alpha and Composite Reliability values .

Table 3. AVE and Reliability Test

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Brand Awareness	0.907	0.908	0.935	0.783
Purchase Decision	0.827	0.829	0.897	0.744

Source: Processed data (2024)

Since the respondents' responses can be considered constant, the instruments used in the results of this study are reliable. The reliability value is above 0.7 (Hamdani & Yuliana, 2024; Yuliana et al., 2024) .

Hypothesis Test Results

As shown in table 4, it can be concluded from the hypothesis results that the general findings of the hypothesis testing are confirmed.

Table 4. Hypothesis Testing

	Original sample (O)	Sample Mean (M)	Standar deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis Results
Brand Awareness-> Purchase Decision	0.794	0.786	0.067	11.783	0.000	supported

Source: Processed data (2024)

Table 4 serves as the basis for a comprehensive explanation of each hypothesis. Furthermore, the p value is less than 0.05. concludes that the purchase decision is significantly influenced by brand awareness. In addition, the study shows that the brand awareness variable is highly significant ($\beta = 0.794$; p

= 0.000) and positively influences the purchase decision. It is clear from this explanation that Hypotheses 1 are validated.

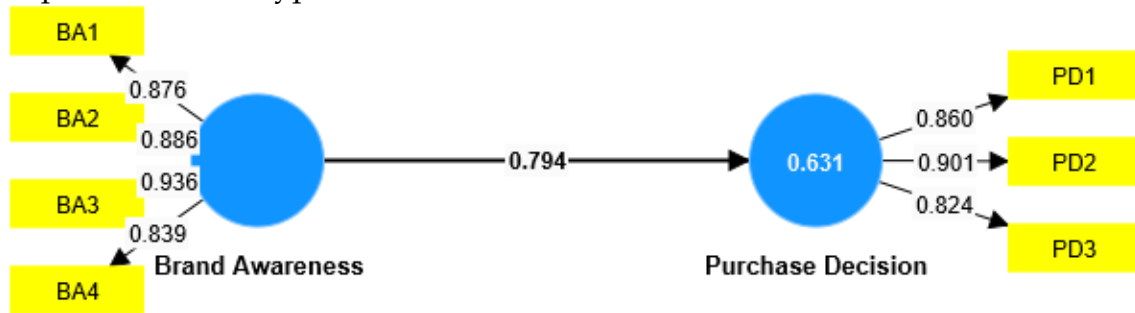


Figure 2. Results of data processing using SmartPLS

Source: Processed data (2024)

DISCUSSION

The first hypothesis shows that purchasing decisions are positively and significantly influenced by brand awareness. This is consistent with the research findings of Astri et al., (2024), Alfian et al., (2024) and Priyatna & Kamilah (2023). Increased consumer purchasing power and business revenues are directly correlated with strong brand recognition. Through social media platforms like Facebook, Instagram, TikTok, and WhatsApp broadcast, as well as marketing like creating billboards for every agent or offering enticing incentives for each specific purchase, businesses must develop their brand extensively and continuously. This initiative can improve Nu Berkah's brand recognition.

CONCLUSION AND SUGGESTIONS

Based on the results of the study and the discussion above, brand awareness has an influence on purchasing decisions. The managerial ramifications of this study include that respondents' roles impact purchasing decisions. When it comes to pricing, service, and product quality, NU Berkah Packaged Drinking Water must constantly update its information with rival companies, including both new and old products. as a factor in assessing the company's weaknesses and the benefits of rival brands in order to ascertain what actions and tactics need to be implemented in order to establish a consistently superior and well-known packaged drinking water brand among customers. The variables of brand awareness and purchase decisions are the main emphasis of this study, which has limitations. Additional factors including brand recognition and credibility are suggested for future studies.

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