

The Influence of Product Quality and Price Perception on Purchasing Decisions for ELIF Bottled Drinking Water Through Purchase Interest

Case Study: Consumers of the “ELIF” Packaged Drinking Water (AMDK) Product at Rajawali Store, South Jakarta

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Abstract

Introduction/Main Objectives: Bottled drinking water is a high-consumption daily necessity in Indonesia, reflected in strong household mineral water demand. As a new entrant in the AMDK market, the ELIF brand faces considerable challenges in developing consumer interest and driving purchase decisions.

Background Problems: to examine the influence of product quality and price perception on the purchase decision of ELIF bottled water, with purchase interest as a mediating factor, in a case study involving consumers at Rajawali Store, South Jakarta.

Novelty: The ELIF brand is worth studying as an emerging local bottled drinking water (AMDK) brand gaining public recognition despite the market dominance of leading brands such as AQUA, LE MINERALE, and CLEO. ELIF applies a differentiation strategy through competitive pricing and a strong commitment to hygienic and safe water quality.

Research Methods: This study employed a quantitative approach with purposive, non-probability sampling. The sample size was determined using the Lemeshow formula, resulting in 100 voluntary respondents. Participants were bottled water consumers encountered by the researcher at Rajawali Store and invited to complete a Google Form questionnaire via a shared link. Data were analyzed using SmartPLS 4.

Finding/Results: (1) product quality did not affect the purchase interest (2), Price perception has a positive and significant effect on the purchase intention, (3) Product quality has a positive and significant effect on the purchase decision (4) Price perception has a positive and significant effect on the purchase decision, (5) Purchase interest has a positive and significant effect on the purchase decision (6) Product quality does not affect the purchase decision through the purchase interest, (7) Price perception has a positive and significant effect on the purchase decision through the purchase interest.

Conclusion: Product quality has no effect on purchase interest. Price perception positively and significantly affects both purchase interest and purchase decision. Product quality and price perception also influence purchase decision directly. Purchase interest significantly influences purchase decision. There is no mediation for product quality, but price perception shows positive mediation through purchase interest.

Keywords: Product Quality, Price Perception, Purchase Decision, Purchase Interest



Introduction

Bottled drinking water is one of the daily necessities with high consumption levels in Indonesia, as can be seen from the consumption of household mineral water, as stated by Gavrilu (2025) that based on data from the Central Statistics Agency (BPS) updated in 2024, in Figure 1, the source of household drinking water in Indonesia mostly comes from bottled water with a percentage of 40.64%. This indicates that AMDK is no longer viewed as a secondary need, having transformed into a primary need for modern society. This makes the bottled water business attractive to new entrepreneurs, as stated in Mutaali (2025), who states that the bottled water business, which began with the AQUA brand in 1973, has grown rapidly and attracted the interest of many new players, such as LE MINERALE, which was launched by the Mayora Group in 2015 and successfully disrupted the AQUA market in a relatively short time.

In the purchasing decision-making process, consumers do not immediately choose a brand, but rather go through a series of considerations. The two main determining factors are product quality and price perception. The quality of bottled water products can be seen from the taste, clarity, packaging, and safety standards that are met. Products with high quality will more easily gain consumer trust (Renaldi et al., 2025). One factor that makes ELIF superior to several other newcomers is the presence of a distribution permit label from BPOM or a halal certificate from MUI, thus making ELIF superior to other new AMDK products that do not yet have a halal certificate from MUI. Additionally, according to the author, ELIF's product quality surpasses other brands in terms of packaging cleanliness and safety, as ELIF bottles are made from foodgrade PET material that is safe and BPA-free (Bisphenol-A).

AMDK prices are not merely seen as a nominal value but also as a representation of the value provided by the product. Consumers tend to assess whether the price is commensurate with the benefits received (value for money). Previous research shows that consumers are willing to pay more if they perceive the product quality to be higher than that of competitors (Farida et al., 2023). According to the author, ELIF's price advantage is that it is below the average market price. This price perception is a major attraction for middle- to low-income consumers because the competitive price provides value commensurate with quality, reducing the psychological barrier to trying the product.

Purchase intention plays an important role in bridging initial perceptions with actual purchasing decisions. Purchase intention is defined as the tendency or desire of consumers to buy a product after going through an evaluation process. Several previous studies have revealed that purchase intention can act as a mediating variable that explains the relationship between product quality, price, and marketing strategies with purchasing decisions (Ikrom & Pradiani, 2023; Zararosa & Khasanah, 2023). Purchase intention is an important topic of discussion because purchasing decisions do not occur directly from factors such as quality or price, but often go through the stage of forming interest first. The ELIF brand, as a new player in the bottled water market, faces a major challenge in building consumer purchase interest. The ELIF brand is interesting to study because it is one of the local bottled water brands that is starting to be recognized by the public amid the dominance of major brands such as AQUA, LE MINERALE, and CLEO.

Based on the above phenomenon, the author is interested in researching one of the new bottled water products, ELIF, which was just launched at the end of 2024, specifically in December 2024, because it has the same taste or freshness as brands that have been circulating in the community for a long time. However, ELIF is sold at a lower price of IDR 30,000 per carton containing 24 bottles of 600ml. Meanwhile, the AQUA brand is sold at IDR 52,750 per carton, and the LE MINERALE brand is sold at IDR 53,500 per carton. With this price difference, can this product attract consumers to decide to buy ELIF based on product

quality and price perception? The ELIF brand of bottled water prefers to sell mineral water because the consumption rate of mineral water in Indonesia is very high compared to demineralized water. This study focuses on the 600 ml size of ELIF, as this is the most popular and most consumed size in the Indonesian bottled water market. The 600 ml bottle is considered the standard individual size, easy to carry, and often serves as the price reference for consumers. The 600 ml size also has the widest distribution in stores, stalls, and minimarkets, making it more representative of general consumer purchasing behavior. Other sizes, such as 1.5 liters or gallons, are typically used for household or office consumption, which has different purchasing behavior from personal consumption.

ELIF has several distribution ranges, including in Jakarta (South Jakarta, North Jakarta, East Jakarta), Bogor (Parung and Cibubur), and Bandung (Cimahi and Padalarang). The Rajawali store was chosen by the author as the location for the case study because it is one of the largest and busiest retailers in the ELIF distribution area. Toko Rajawali has a diverse range of consumers, from retail buyers and regular customers to small wholesale buyers. In addition, this store is known as one of the starting points for ELIF distribution in the region, so it has fairly stable and relevant sales data for observing actual consumer purchasing behavior. These conditions make Rajawali Store a representative place to study how product quality and price perception affect interest and purchasing decisions for ELIF brand bottled water.

Based on the background and phenomena described above, the researcher was interested in finding out the effect of product quality and price perception on purchasing decisions for ELIF brand bottled water through interest. by conducting a study entitled "THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION ON THE PURCHASING DECISIONS OF ELIF BRANDED AMDK THROUGH INTEREST (CASE STUDY: CONSUMERS OF ELIF BRANDED AMDK PRODUCTS AT RAJAWALI STORE IN SOUTH JAKARTA)."

Research Methods

This study uses a quantitative approach. According to Sugiyono (2022), a quantitative approach is used to examine a specific population or sample by collecting data using research instruments and conducting statistical data analysis. Thus, this approach allows researchers to assess the extent of the influence of product quality and price perception on the purchase decision of ELIF brand bottled water through purchase interest. The object of this study is ELIF Brand AMDK consumers at Rajawali Store, located at Jl. M. Saidi Raya, Bintaro, Pasanggrahan District, South Jakarta City. The research was conducted from October 2025 to November 2025.

Population and Sample

The sampling technique used in this study is non-probability sampling. According to Sugiyono (2020), "non-probability sampling is sampling that does not give equal opportunity to each member of the population to become a sample. In non-probability sampling techniques, researchers use the purposive sampling approach, which is a sampling technique based on certain considerations in accordance with predetermined respondent criteria. Puteri (2020) states that purposive sampling is a non-probability sampling technique that selects respondents based on certain traits and characteristics.

The criteria used with the purposive sampling approach in this study are as follows: Consumers who have purchased and consumed 600 ml ELIF brand bottled water from the Rajawali Store in South Jakarta.

- a. Minimum age of 17 years and willing to complete the research questionnaire completely and honestly.

The researcher used the Lemeshow formula to determine the sample size and obtained a sample value (n) of 96.04, which was then rounded up to 100 respondents.

Research Instrument

In this study, the data collection method used was a questionnaire. According to Sugiono (2020), a questionnaire is a data collection technique that involves providing questions or statements in writing to respondents.

The questionnaire was distributed via Google Form and was addressed to consumers of ELIF brand bottled water living in South Jakarta, then given based on the instructions provided. Online distribution was carried out by sending a Google Form link via WhatsApp or other social media. This study used a Likert scale so that the variables measured in this study could be broken down into a number of indicators, which would then form the basis for the preparation of instrument items in the form of statements or questions.

In this study, the dependent variable was Purchase Decision (Y) with the indicators of Need

Recognition, Information Search, Alternative Evaluation, Purchase Decision, and PostPurchase Behavior. The intervening variable in this study was Purchase Interest (Z) with the indicators of Attention, Interest, Will, and Action. Then, the independent variables in this study are Product Quality (X1) with indicators of Product Performance, Reliability, Durability, Features, and Aesthetics. The second independent variable is Price Perception (X2) with indicators of Price Affordability, Price Suitability to Quality, Price Competitiveness, and Perceived Value.

Data Analysis Methods

In this study, data analysis will use structural equation modeling-partial least squares (SEMPLS) using SmartPLS 04 software. The SEM-PLS model is carried out by assessing two models, namely the measurement model evaluation (Outer Model) and the structural model testing (Inner Model). In SEM using PLS, there are three simultaneous activities, namely checking the validity and reliability of instruments (confirmatory factor analysis), testing the model of the relationship between variables (path analysis), and obtaining a suitable model for prediction (structural model and regression analysis). To facilitate SEM data processing, this study utilized statistical software, namely Smart PLS 04

Result

a. Respondent Characteristics Based on Gender

Of the total 100 respondents studied, 53 (53%) were male, while 47 (47%) were female. This proportion shows that male respondents participated more than female respondents, with a difference of 6%. Scientifically, the tendency for male respondents to dominate can be explained by the fact that men generally engage in more physical activity in their daily work, so they experience dehydration more often and need additional fluid intake.

b. Respondent Characteristics Based on Educational Background

Of the total 100 respondents studied, the majority had a bachelor's degree (S1), totaling 51 people or 51%. Respondents with a high school (SMA) educational background numbered 36

people (36%), followed by respondents with a master's degree (S2) of 12 people (12%), and a doctorate (S3) of 1 person (1%).

c. Respondent Characteristics Based on Occupation

Of the total 100 respondents involved in this study, the majority were private employees, namely 49 people or 49% of the total. The dominance of this group shows that most ELIF brand AMDK consumers come from active workers who have high mobility and practical needs for bottled water to support their daily activities. The self-employed group ranked second with 22 people (22%). This illustrates that small business owners and traders around the research location are also potential consumers of ELIF brand bottled water, as they need a readily available supply of drinking water while working. The student group numbered 14 people (14%), which shows that young people are also users of ELIF products, especially when they are outside the home, such as at school or college. Housewives numbered 9 people (9%), who tend to buy ELIF brand bottled water to meet their families' drinking water needs when shopping around the research location. The civil servant group was the smallest, with only 6 people (6%). This is possible because their activities are mostly in formal work environments, where drinking water needs are usually facilitated by the office. Overall, the distribution of respondents' occupations shows that ELIF brand bottled water is consumed more by the active working population, especially private employees and entrepreneurs, who prioritize practicality, availability, and affordability in meeting their daily drinking water needs.

d. Respondent Characteristics Based on Income

Of the total 100 respondents studied, it can be seen that the group with an income of more than IDR 6,000,000 is the most dominant, namely 41 people or 41% of the total respondents. This shows that consumers with medium to high purchasing power quite often choose ELIF brand bottled water, which may indicate that this product is acceptable to consumer groups who pay attention to quality but still consider competitive prices. The group with an income of IDR 3,000,001 - IDR 6,000,000 ranked second with 28 respondents (28%). This group generally consists of private employees and entrepreneurs who have practical needs for bottled water in their daily activities and are sensitive to the balance between price and product quality. There were 19 respondents (19%) with an income of less than IDR 1,600,000, while 12 respondents (12%) had an income of IDR 1,600,000 – IDR 3,000,000. Although they are in the low-income category, the participation of this group shows that ELIF brand bottled water, with its affordable pricing strategy, is still able to attract buyers from the lower-middle economic class. Overall, the distribution of the data illustrates that ELIF brand bottled water has a wide market reach, as it is acceptable to various income groups. However, the dominance of respondents with incomes above Rp 6,000,000 also shows that this product is not only in demand because of its price, but also because of the positive perception of its quality and brand image that is beginning to develop in the market.

e. Respondent Characteristics Based on the Amount of ELIF Mineral Water Purchased/Consumed

Of the total 100 respondents surveyed, it was found that most respondents had purchased or consumed ELIF brand mineral water more than twice and consumed it regularly every day, with 36 respondents (36%) each. This finding shows that ELIF products have succeeded in building loyalty and consumption habits among consumers, indicating a fairly high level of satisfaction with product quality and price perception. Meanwhile, there were 16 respondents (16%) who had just made their first purchase, and 12 respondents (12%) who had made their second purchase. Although the number is smaller, this group shows that ELIF is still in the market growth stage, where some consumers are just starting to try the product to assess its suitability to their preferences. Overall, this data illustrates that ELIF has gained positive

acceptance in the market, as indicated by the high proportion of respondents who have made repeat purchases and made it part of their daily consumption. This condition indicates that ELIF's marketing strategy, product quality, and competitive price perception are able to generate interest and sustainable purchasing decisions among consumers.

Inferential Statistics Analysis

Table 1 Outer Loading

| Indikator | Nilai Outer Loading | Ketentuan | Keterangan |
|-----------|---------------------|-----------|------------|
| X1.1.1 | 0,570833 | >0.7 | Valid |
| X1.1.2 | 0,559028 | >0.7 | Valid |
| X1.1.3 | 0,513194 | >0.7 | Valid |
| X1.2.1 | 0,522222 | >0.7 | Valid |
| X1.2.2 | 0,551389 | >0.7 | Valid |
| X1.3.1 | 0,549306 | >0.7 | Valid |
| X1.3.2 | 0,582639 | >0.7 | Valid |
| X1.4.1 | 0,551389 | >0.7 | Valid |
| X1.4.2 | 0,563194 | >0.7 | Valid |
| X1.5.1 | 0,596528 | >0.7 | Valid |
| X1.5.2 | 0,531944 | >0.7 | Valid |
| X2.1.1 | 0,545139 | >0.7 | Valid |
| X2.1.2 | 0,597917 | >0.7 | Valid |
| X2.2.1 | 0,581944 | >0.7 | Valid |
| X2.2.2 | 0,528472 | >0.7 | Valid |
| X2.3.1 | 0,516667 | >0.7 | Valid |
| X2.3.2 | 0,521528 | >0.7 | Valid |
| X2.4.1 | 0,511111 | >0.7 | Valid |
| X2.4.2 | 0,5375 | >0.7 | Valid |
| Y1.1 | 0,560417 | >0.7 | Valid |
| Y1.2 | 0,561111 | >0.7 | Valid |
| Y2.1 | 0,497917 | >0.7 | Valid |
| Y2.2 | 0,564583 | >0.7 | Valid |
| Y3.1 | 0,492361 | >0.7 | Valid |
| Y3.2 | 0,503472 | >0.7 | Valid |
| Y4.1 | 0,566667 | >0.7 | Valid |
| Y5.1 | 0,570833 | >0.7 | Valid |
| Y5.2 | 0,525694 | >0.7 | Valid |
| Z1.1 | 0,545833 | >0.7 | Valid |
| Z1.2 | 0,509028 | >0.7 | Valid |
| Z2.1 | 0,534028 | >0.7 | Valid |
| Z2.2 | 0,538889 | >0.7 | Valid |
| Z3.1 | 0,542361 | >0.7 | Valid |
| Z3.2 | 0,511111 | >0.7 | Valid |
| Z4.1 | 0,543056 | >0.7 | Valid |
| Z4.2 | 0,553472 | >0.7 | Valid |

Convergent Validity Test

Based on Table 1, it can be seen that all indicators tested in this study have an outer loading value > 0.7. Therefore, it can be concluded that all indicators in this study are valid and suitable for use. The second stage of an indicator is considered valid if the Average Variance Extracted (AVE) value is > 0.50.

Table 2 Average Variance Extracted (AVE), Convergent Validity

| Variabel | Average Variance Extracted (AVE) | Ketentuan | Keterangan | Variabel |
|-------------------------|----------------------------------|-----------|------------|-------------------------|
| Kualitas Produk (X1) | 0,418055556 | > 0,5 | Valid | Kualitas Produk (X1) |
| Persepsi Harga (X2) | 0,442361111 | > 0,5 | Valid | Persepsi Harga (X2) |
| Minat (Z) | 0,411805556 | > 0,5 | Valid | Minat (Z) |
| Keputusan Pembelian (Y) | 0,425 | > 0,5 | Valid | Keputusan Pembelian (Y) |

Based on Table 2, it can be seen that all variables tested in this study have an AVE value > 0.5. Therefore, it can be concluded that all variables in this study are valid and suitable for use.

Table 3 Cross Loading Discriminant Validity Result

| Indicator | Product Quality (X1) | Price (X2) | Buying Decision (Y) | Interest (Z) |
|-----------|----------------------|-------------|---------------------|--------------|
| X1.1.1 | 0,570833333 | 0,436805556 | 0,464583333 | 0,380555556 |
| X1.1.2 | 0,559027778 | 0,417361111 | 0,452777778 | 0,369444444 |
| X1.1.3 | 0,513194444 | 0,425694444 | 0,402777778 | 0,406944444 |
| X1.2.1 | 0,522222222 | 0,446527778 | 0,407638889 | 0,401388889 |
| X1.2.2 | 0,551388889 | 0,434722222 | 0,428472222 | 0,355555556 |
| X1.3.1 | 0,549305556 | 0,483333333 | 0,483333333 | 0,427083333 |
| X1.3.2 | 0,582638889 | 0,540277778 | 0,503472222 | 0,476388889 |
| X1.4.1 | 0,551388889 | 0,550694444 | 0,528472222 | 0,484722222 |
| X1.4.2 | 0,563194444 | 0,524305556 | 0,461111111 | 0,403472222 |
| X1.5.1 | 0,596527778 | 0,533333333 | 0,582638889 | 0,528472222 |
| X1.5.2 | 0,531944444 | 0,490972222 | 0,442361111 | 0,392361111 |
| X2.1.1 | 0,536111111 | 0,545138889 | 0,486805556 | 0,404861111 |
| X2.1.2 | 0,488194444 | 0,597916667 | 0,469444444 | 0,484027778 |
| X2.2.1 | 0,547916667 | 0,581944444 | 0,504861111 | 0,435416667 |
| X2.2.2 | 0,46875 | 0,528472222 | 0,468055556 | 0,395833333 |
| X2.3.1 | 0,431944444 | 0,516666667 | 0,422222222 | 0,453472222 |
| X2.3.2 | 0,438888889 | 0,521527778 | 0,457638889 | 0,455555556 |
| X2.4.1 | 0,429166667 | 0,511111111 | 0,445138889 | 0,391666667 |
| X2.4.2 | 0,441666667 | 0,5375 | 0,432638889 | 0,400694444 |
| Y.1.1 | 0,554166667 | 0,516666667 | 0,560416667 | 0,476388889 |
| Y.1.2 | 0,4875 | 0,486805556 | 0,561111111 | 0,513888889 |
| Y.2.1 | 0,384722222 | 0,400694444 | 0,497916667 | 0,413888889 |
| Y.2.2 | 0,469444444 | 0,474305556 | 0,564583333 | 0,561111111 |
| Y.3.1 | 0,342361111 | 0,377083333 | 0,492361111 | 0,445833333 |
| Y.3.2 | 0,395833333 | 0,417361111 | 0,503472222 | 0,396527778 |
| Y.4.1 | 0,518055556 | 0,477777778 | 0,566666667 | 0,417361111 |
| Y.5.1 | 0,483333333 | 0,509722222 | 0,570833333 | 0,472222222 |
| Y.5.2 | 0,470138889 | 0,435416667 | 0,525694444 | 0,418055556 |
| Z.1.1 | 0,367361111 | 0,398611111 | 0,474305556 | 0,545833333 |
| Z.1.2 | 0,254861111 | 0,311111111 | 0,368055556 | 0,509027778 |
| Z.2.1 | 0,348611111 | 0,411805556 | 0,441666667 | 0,534027778 |
| Z.2.2 | 0,373611111 | 0,36875 | 0,443055556 | 0,538888889 |
| Z.3.1 | 0,473611111 | 0,479861111 | 0,443055556 | 0,542361111 |
| Z.3.2 | 0,427083333 | 0,457638889 | 0,459722222 | 0,511111111 |
| Z.4.1 | 0,5 | 0,447222222 | 0,5125 | 0,543055556 |
| Z.4.2 | 0,475 | 0,463888889 | 0,48125 | 0,553472222 |

Based on Table 3, it can be seen that each indicator tested in this study has a greater loading factor value than the cross loading value on other variables. Thus, it can be concluded that all indicators in this study are valid and meet the criteria for discriminant validity.

An instrument is considered reliable if Cronbach's Alpha and Composite Reliability values are > 0.7 . Table 4 shows that each variable tested in this study has Cronbach's Alpha and Composite Reliability values > 0.7 . Therefore, it can be concluded that all variables in this study are reliable.

Table 4 Reliability Test

| Variabel | Cronbach's alpha | Ketentuan | Keterangan |
|-------------------------|------------------|-----------|------------|
| Kualitas Produk (X1) | 0,654861 | $> 0,7$ | Reliabel |
| Persepsi Harga (X2) | 0,63125 | $> 0,7$ | Reliabel |
| Keputusan Pembelian (Y) | 0,636806 | $> 0,7$ | Reliabel |
| Minat (Z) | 0,626389 | $> 0,7$ | Reliabel |

Inner Model Result

Tabel 5 R-Square Test Result

| Variable | Cronbach's alpha | Criteria | Remark |
|-----------------------|------------------|----------|----------|
| Product Quality (X1) | 0,654861 | > 0.7 | Reliable |
| Price Perception (X2) | 0,63125 | > 0.7 | Reliable |
| Purchase Decision (Y) | 0,636806 | > 0.7 | Reliable |
| Interest (Z) | 0,626389 | > 0.7 | Reliable |

Based on Table 5, it can be seen that the R-Square of the purchase decision variable (Y) is 0.835 or 83.50%. This percentage explains that the purchase decision (Y) can be explained by the product quality variable (X1) and price perception variable (X2) by 83.50%, while 16.50% is explained by independent variables that are not explained in this study. The RSquare of the interest variable (Z) is 0.648 or 64.80%. This percentage explains that interest (Z) can be explained by the product quality (X1) and price perception (X2) variables by 64.80%, while 35.20% is explained by independent variables not described in this study.

Tabel 6 Q-Square result

| Variable | Q ² predict |
|-----------------------|------------------------|
| Interest (Z) | 0,425 |
| Purchase Decision (Y) | 0,528472 |

Based on Table 6, it can be seen that the Q-Square value of the purchase decision variable (Y) is 0.612 and the interest variable (Z) is 0.761. This proves that the Q-Square value in this study is > 0 , so it can be concluded that this study has a good Q-Square value.

Table 7 Path Coefficient & Direct Effect

| Path | T Statistics (O/STDEV) | T-table | P-values | Sig. | Remark | Conclusion |
|--|-----------------------------|-----------|----------|----------|------------------------------------|----------------|
| Product Quality (X1) -> Interest (Z) | 1.574 | < 1.984 | 0,079861 | > 0.05 | No significant effect | H1 Rejected |
| Price Perception (X2) -> Interest (Z) | 3.181 | > 1.984 | 0.001 | < 0.05 | Positive and significant effect | H2 Accepted |
| Product Quality (X1) -> Purchase Decision (Y) | 3.147 | > 1.984 | 0.002 | < 0.05 | Positive and significant effect | H3 Accepted |

| | | | | | | |
|--|-------|---------|-------|--------|---------------------------------|-------------|
| Purchase Decision (Y) | | | | | significant effect | Accepted |
| Price Perception (X2) -> Purchase Decision (Y) | 2.183 | > 1.984 | 0.029 | < 0.05 | Positive and significant effect | H4 Accepted |
| Interest (Z) -> Purchase Decision (Y) | 4.328 | > 1.984 | 0.000 | < 0.05 | Positive and significant effect | H5 Accepted |

Based on Table 7 and Table 8, it is known that the direct effect of product quality on interest has a T-statistic value of 1.574, which is below the t-Table value (1.984) with a p-value of 0.115 > 0.05. This indicates that product quality does not have a significant effect on consumer interest in Elif bottled water at Rajawali Store. The direct effect of the price perception variable shows a positive and significant effect on consumer interest, as seen from the T-statistic value of 3.181, which is higher than the t-Table value of 1.984, and a p-value of 0.001, which is far below the significance threshold of 0.05. The direct effect of the product quality variable shows a significant relationship with purchasing decisions, as indicated by a T-statistic value of 3.147, which is higher than the critical value of 1.984, and a p-value of 0.002, which is well below the significance threshold of 0.05. The direct effect of the price perception variable is proven to have a significant effect on consumer purchasing decisions. This is evidenced by a T-statistic value of 2.183, which exceeds the critical t-Table value of 1.984, and a p-value of 0.029, which is below the significance threshold of 0.05. The direct effect of the purchase interest variable has a very significant effect on purchasing decisions, as seen from the T-statistic value of 4.328, which exceeds the t-Table value of 1.984, and a p-value of 0.000, which is well below the significance threshold.

Based on the results of the indirect path analysis mediated by interest, the researcher found that the indirect effect of product quality on purchasing decisions through the interest variable did not show statistical significance. This finding is indicated by a T-statistic value of 1.419, which is below the t-Table value of 1.984, and a p-value of 0.156, which is greater than the significance threshold of 0.05. However, in contrast to the results of price perception mediated by interest in Table 5.18, the indirect effect of price perception on purchasing decisions through the interest variable is significant. This finding is indicated by a T-statistic value of 2.501, which exceeds the t-Table value of 1.984, and a p-value of 0.012, which is below the significance level of 0.05.

Table 8 Path Coefficient & Indirect Effect

| Path | T Statistics (t/STDEV) | T-table | P-values | Sig. | Remark | Conclusion |
|--|------------------------|---------|----------|--------|--------------------------|-------------|
| Product Quality (X1) -> Interest (Z) -> Purchase Decision (Y) | 1.419 | < 1.984 | 0,108333 | > 0.05 | Not significant | H6 Rejected |
| Price Perception (X2) -> Interest (Z) -> Purchase Decision (Y) | 2.501 | > 1.984 | 0.012 | < 0.05 | Positive and significant | H7 Accepted |

Hypothesis Test

Using the calculation formula $df = n - k - 1$, the t-Table value obtained is 1.984. The following are the results of the path coefficient direct effect and indirect effect of each variable studied:

Based on the results of hypothesis testing in Table 7 and Table 8 above, the following can be concluded:

- The first hypothesis (H1), which tests the effect of Product Quality (X1) on Interest (Z), obtained a t-statistic value of 1.574, which is < 1.984, and a p-value of 0.115, which is > 0.05. Therefore, variable X1 does not have a positive and significant partial effect on variable Z. Thus, it can be concluded that H1 is rejected, and H0 is accepted.
- The second hypothesis (H2), which tests the effect of Price Perception (X2) on Interest (Z), obtained a t-statistic value of 3.181, which is > 1.984, and a p-value of 0.001, which

is < 0.05 . Therefore, variable X2 partially has a positive and significant effect on variable Z. Thus, it can be concluded that H2 is accepted.

- c. The third hypothesis (H3), which tests the effect of Product Quality (X1) on Purchase Decision (Y), obtained a t-statistic value of 3.147, which is > 1.984 , and a p-value of 0.002,
- d. which is < 0.05 . Therefore, variable X1 partially has a positive and significant effect on variable Y. Thus, it can be concluded that H3 is accepted.
- e. The fourth hypothesis (H4), which tests the effect of Price Perception (X2) on Purchase Decision (Y), obtained a t-statistic value of 2.183, which is > 1.984 , and a p-value of 0.029, which is < 0.05 . Therefore, variable X2 partially has a positive and significant effect on variable Y. Thus, it can be concluded that H4 is accepted.
- f. The fifth hypothesis (H5), which tests the effect of Interest (Z) on Purchase Decision (Y), obtained a t-statistic value of 4.328, which is > 1.984 , and a p-value of 0.000, which is < 0.05 . Therefore, variable Z partially has a positive and significant effect on variable Y. Thus, it can be concluded that H5 is accepted.
- g. The sixth hypothesis (H6), which tests the effect of Product Quality (X1) on Purchase Decision (Y) through Interest (Z), obtained a t-statistic value of 1.419, which is < 1.984 , and a p-value of 0.156, which is > 0.05 . Therefore, variable X1 does not have a positive and significant partial effect on variable Y through variable Z. Thus, it can be concluded that H6 is rejected, and H0 is accepted.
- h. The seventh hypothesis (H7), which tests the effect of price perception (X2) on Purchase Decision (Y) through Interest (Z), obtained a t-statistic value of 2.501, which is > 1.984 , and a p-value of 0.012, which is < 0.05 . Therefore, variable X2 partially has a positive and significant effect on variable Y through variable Z. Thus, it can be concluded that H7 is accepted.

Discussion

The Effect of Product Quality (X1) on Interest (Z)

Based on the results of the path analysis, the hypothesis test stated that product quality did not affect consumer interest in ELIF bottled water at Rajawali Store. Thus, the first hypothesis (H1) was rejected. This refers to product performance indicators, reliability, durability, features, and aesthetics. Although product quality is often considered an important factor in attracting interest because ELIF AMDK as mineral water is not a new innovation in its market and mineral water in general is colorless and odorless, drinking water does have a taste, and this taste can vary on the tongue of each person who consumes it. The taste of drinking water also depends on the condition of the body and the source of the water, as in the study conducted by Marisdayana (2022), which found that the quality of drinking water is influenced by the water source and storage location. There are many brands and types of mineral water products on the market. As long as the water meets basic hydration needs and appears clean, consumers tend to focus on other indicators of product quality that are considered to have guaranteed standards, as in this study. However, the product quality feature indicators stating "AMDK ELIF 600 ml packaging displays the SNI label" and "AMDK ELIF has various packaging sizes from 200 ml, 330 ml, and 600 ml that I can choose according to my needs." make the SNI label on the AMDK ELIF packaging stand out but are not sufficient to increase interest. The results of this study are supported by research from Kairupan, Tawas, & Dotulong (2024) and Renaldi, Sulistyan, & Jusuf (2025), where product quality does not have a positive and significant effect on purchase interest. This is not in line with research by Erliana, Sijabat, & Indriasari (2025) and Ananda, Arifin, & Riana (2025), where product quality has a positive and significant effect on purchase interest.

The Effect of Price Perception (X2) on Interest (Z)

The price perception variable shows a positive and significant effect on consumer interest. Thus, H2 is accepted. This positive effect refers to the indicators of price affordability, price suitability with quality, price competitiveness, and the perceived value of ELIF bottled water, which can increase purchase interest. The statement “AMDK ELIF is a new brand whose water quality can compete with well-known mineral brands” on the price competitiveness indicator, which received the highest mean value, shows that although AMDK ELIF is a new brand, it is able to compete with major brands and excels in price perception, thereby increasing purchase interest in AMDK ELIF. The results of this study are supported by research from Kairupan, Tawas, & Dotulong (2024), Zararosa & Khazanah (2023), and Riyanto, Muchayatin, & Cahya (2023), where price perception has a positive and significant effect on purchasing interest. However, this is not the case in the research by Pradiani & Ikrom (2023), Kawalo, Wenas, & Rogi (2022), and Renaldi, Sulistyan, & Jusuf (2025), where price perception does not have a significant effect on purchase interest.

The Effect of Product Quality (X1) on Purchase Decisions (Y)

Based on the results of the direct effect test, the product quality variable shows a significant relationship with purchase decisions. This can be seen from the t-test results, which indicate that H3 is accepted. This positive effect refers to the indicators of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Based on the feature indicator value, which has the highest mean in the product quality variable with the statement “AMDK ELIF 600 ml packaging displays the SNI label,” this label makes AMDK ELIF superior among competitors that do not yet have the SNI label. Thus, increasing product quality will bring significant changes in purchasing decisions. Knowing the quality of mineral water from major brands such as AQUA, LE MINERALE, and so on, buyers do not doubt the quality of AMDK ELIF water and even recommend it to friends and family. The results of this study are in line with research by Zararosa & Khazanah (2023), Farida, Agus, & Dewi (2023), Kairupan, Tawas, & Dotulong (2024), where product quality has a positive and significant effect on purchasing decisions.

The Effect of Price Perception (X2) on Purchase Decisions (Y)

Based on the results of statistical testing, price perception has been proven to have a significant effect on purchase decisions. This can be seen from the t-test results, which indicate that H4 is accepted. This positive influence refers to indicators of price affordability, price suitability to quality, price competitiveness, and perceived value of AMDK ELIF, especially the price competitiveness indicator with the highest average value, so that an increase in price perception will bring about a significant change in purchasing decisions. Prices that are considered affordable, reasonable, in line with product quality, and better than competitors can influence customers' decisions to buy. When consumers feel that the price offered provides value commensurate with the product or service they receive, they are more likely to make a purchase. The results of this study are in line with research by Pradiani & Ikrom (2023), Kairupan, Tawas, & Dotulong (2024), Farida, Agus, & Dewi (2023), Zararosa & Khazanah (2023) where price perception has a positive and significant effect on purchasing decisions. However, it is not in line with the research by Wijayanti & Ulum (2024), which found that price does not have a positive and significant effect on purchasing decisions.

The Effect of Interest (Z) on Purchasing Decisions (Y)

Based on the results of statistical testing, the researchers found that consumer interest has a very significant effect on purchasing decisions. This positive effect refers to indicators of interest, desire, and action, so that an increase in purchasing interest will bring about a

significant change in purchasing decisions. This can be seen in the t-test results, which indicate that H5 is accepted. The results of this study are in line with the results of research by Wijayanti & Ulum (2024), Erliana, Sijabat, & Indriasari (2025), Zararosa & Khazanah (2023), Kairupan, Tawas, & Dotulong (2024), and Pradiani & Ikrom (2023), who found that interest has a positive and significant effect on purchasing decisions.

The Effect of Product Quality (X1) on Purchase Decision (Y) through Interest (Z)

Based on the results of the mediation path analysis, the researchers found that the indirect effect of product quality on purchasing decisions through the interest variable did not show statistical significance. This can be seen from the t-test results, which rejected H6. This shows that the quality of ELIF bottled water products has not fully contributed positively to purchasing decisions through consumer interest. The results of this study are supported by the research of Kairupan, Tawas, & Dotulong (2024), which found that product quality does not affect purchasing decisions through interest. However, this differs from the research of Erliana, Sijabat, & Indriasari (2025), which found that product quality affects purchasing decisions through interest.

The Effect of Price Perception (X2) on Purchase Decisions (Y) through Interest (Z)

Based on the mediation test results, this study shows that the indirect effect of price perception on purchasing decisions through the interest variable is significant. This can be seen from the t-test results, which indicate that H7 is accepted. Based on these results, it means that price perception can increase purchasing decisions through interest. As a newcomer to the AMDK market, ELIF's prices are competitive and can increase buyer interest, ultimately leading to a purchase decision. The results of this study are not in line with the results of studies by Kairupan, Tawas, & Dotulong (2024) and Pradiani & Ikrom (2023), which found that purchase interest, which is a mediator between price perception, does not affect purchasing decisions.

Conclusion

- a. Product Quality (X1) does not have a significant effect on Interest (Z). Product quality has not been able to generate consumer interest. There are many brands and types of mineral water products on the market. As long as the water meets basic hydration needs and looks clean, consumers tend to focus on other indicators of product quality that are considered to have guaranteed standards.
- b. Price Perception (X2) has a positive and significant effect on Interest (Z). Price perception has proven to be an important factor in building consumer interest. Although it is a new brand, it is able to compete with major brands and excels in price perception, thereby increasing purchase interest in AMDK ELIF.
- c. Product Quality (X1) has a positive and significant effect on Purchase Decision (Y). Increased product quality will bring about significant changes in purchase decisions. Knowing the quality of mineral water from major brands such as AQUA, LE MINERALE, and so on, buyers do not doubt the quality of AMDK ELIF water and even recommend it to friends and family.
- d. Price Perception (X2) has a positive and significant effect on Purchase Decision (Y). Prices that are considered affordable, reasonable, in line with product quality, and better than competitors can influence customers' decisions to buy. When consumers feel that the price offered provides value commensurate with the product or service they receive, they are more likely to make a purchase.
- e. Interest (Z) has a positive and significant effect on Purchase Decision (Y). This positive effect refers to indicators of interest, desire, and action, so that an increase in purchase interest will bring about a significant change in the increase in purchase decisions.

- f. Interest does not mediate the effect of Product Quality (X1) on Purchase Decision (Y). This indicates that the quality of ELIF bottled water products has not fully contributed positively to purchasing decisions through consumer purchasing interest.
- g. Interest significantly mediates the relationship between Price Perception (X2) and Purchase Decision (Y). Price perception can increase purchase decisions through interest. As a newcomer to the AMDK market, AMDK ELIF's price is competitive and able to increase buyer interest, which ultimately leads to a purchase decision.

Acknowledgement

I give praise and thanks to God Almighty, because by His grace and mercy, I was able to complete this thesis entitled "The Influence of Product Quality and Price Perception on the Purchase Decision of ELIF Brand Bottled Water Through Interest."

The preparation of this thesis would not have been possible without the help, guidance, and support of various parties. Therefore, the author would like to express his deepest gratitude to:

- a. Mrs. Risa Santoso, BA, M.Ed as Rector of the Asian Institute of Technology and Business in Malang;
- a. Mr. Dr. Fathorrahman, S.E., M.M as Vice Rector of the Asian Institute of Technology and Business in Malang;
- b. Dr. Yunus Handoko, S.E., M.M., Director of the Master of Management Postgraduate Program, Asia Institute of Technology and Business, Malang;
- c. Dr. Theresia Pradiani, S.E., M.M., Head of the Master of Management Study Program, Asia Institute of Technology and Business, Malang, as well as the first supervisor of the researcher;
- d. Dr. Widi Dewi Ruspitasari, SE., MM as the second supervisor of the researcher;
- e. My parents and family who always provide moral and material support, as well as endless prayers. Thank you for your love and sacrifice;
- f. My friends who are always there to provide encouragement and motivation. Thank you for your companionship and support;
- g. All respondents who took the time to participate in this research. Without your data and information, this research would not have been possible;
- h. PT Banyu Agawe Sentosa. Thank you to the company for granting permission and providing support in conducting this research.

May this thesis contribute to the development of knowledge and practice in the field of marketing. The author realizes that this thesis still has shortcomings, therefore constructive criticism and suggestions are highly appreciated.

Finally, may God Almighty always bestow His grace and joy upon us all. Amen.

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