

The Influence Of Brand And Product Packaging On Le Minerale Purchasing Decision On PT. Mayora Indah Tbk In Medan

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ABSTRACT

Customer purchasing decisions are very important for companies that maintain their business continuity and continuity of business activities. High purchasing decisions from customers who make purchases with an increasing percentage in certain companies rather than other companies. The purpose of this study is to determine and analyze the effect of brand on consumer purchasing decisions. To determine and analyze the effect of product packaging on consumer purchasing decisions. To determine and analyze the effect of brand and product packaging simultaneously on consumer purchasing decisions. The analysis technique used in this research is quantitative data analysis, namely testing and analyzing data with numerical calculations and then drawing conclusions from these tests with product moment correlation and multiple correlation test tools but in practice the data processing of this study is not processed manually, but using SPSS statistical software. From the results of this study, it is obtained that the significance value of the brand on purchasing decisions based on the t test is obtained at $t(\text{count}) > t(\text{table})$ ($5.637 > 1.66$) ($\text{Sig } 0.001 < \alpha 0.05$), thus H_0 is rejected. From the results of this study, the significance value of product packaging based on the t test was obtained as $t(\text{count}) > t(\text{table})$ ($5.555 > 1.66$) ($\text{Sig } 0.000 < \alpha 0.05$), thus H_0 is rejected, the conclusion is: there is a significant effect of product packaging on purchasing decisions. Based on the results of the F test above, the value of $F(\text{count}) > F(\text{table})$ ($17,678 > 3.13$) ($\text{Sig } 0.000 < \alpha 0.05$) thus H_0 is rejected, the conclusion is: there is a significant influence on the influence of brand and product packaging on purchasing decisions.

Keywords: Brand, Product Packaging, Purchasing Decision

INTRODUCTION

Research Background

The AMDK (Bottled Drinking Water) business is now very interesting as companies compete with each other to be the top. Companies are required to start paying attention to people's desires to foster purchasing decisions. Brands are one of the most valuable assets in the business world, serving as an identity that distinguishes products in a competitive market. With a brand, consumers can recognize and remember products more easily. This helps companies build the desired image and reputation in the minds of consumers.

Mineral Water Product Sales Comparison Table Packaging in Medan City

Brand	Total Sales	
	2023	2024
Le Mineral	5.50 jt	5.30 jt
Aqua	46.90 jt	55.10 jt
Ades	4.20 jt	5.10 jt

Source : https://www.topbrand-award.com/komparasi_brand

Based on the table above, it can be seen that Aqua has the highest number of sales with an increase from 46.90 in 2023 to 55.10 in 2024, while Le Mineral experienced a slight decrease from 5.50 to 5.30. Ades showed positive growth,

rising from 4.20 to 5.10 over the same period. All of these brands have been recognized by the Top Brand Award, signifying a good reputation in the mineral water market.

In addition, product packaging also influences purchasing decisions. Product packaging functions to protect the product during the distribution process until it reaches consumers. Information such as brand, composition, expiration date, and instructions for use can be included on the packaging. Packaging plays an important role in highlighting brand identity and differentiating products from competitors. Carefully chosen designs, colors, and logos can build positive perceptions in the minds of consumers. When the packaging looks attractive and memorable, the product has a greater chance of being purchased.

Mineral Water Product Packaging Data Table

Brand	200 ml packaging	330 ml packaging	600 ml packaging	1 Liter Packaging	Gallon Packaging
Le Mineral	Available (✓)	Available (✓)	Available (✓)	Available (✓)	No (✓)
Aqua	No (X)	Available (X)	Available (✓)	No (✓)	Available (✓)
Ades	Available (✓)	No (X)	Available (✓)	Available (X)	Available (X)

Based on the table, Le Mineral provides packs in 200 ml, 330 ml, 600 ml, and 1 liter, and gallon packs. Meanwhile, Aqua does not provide 200 ml and 330 ml packaging, but is available in 600 ml, and gallons. Ades has 200 ml and 600 ml packaging, but does not provide 330 ml or 1 liter. In conclusion, each brand offers different packaging variants and adjusts marketing strategies and consumer needs.

The identification of problems in this study includes several things such as a number of Medan city consumers still do not realize that Le Minerale mineral water products are produced by PT Mayora Indah Tbk. This lack of brand awareness can be a challenge for companies in expanding market share and increasing consumer loyalty. In addition, competition in the mineral water industry is getting tighter, especially in the aspect of packaging, where competitors also strive to present more attractive and functional packaging designs to attract consumer attention. In this context, it is important to understand the extent to which Le Minerale's packaging appeal can influence consumer purchasing decisions in Medan city. Packaging that is innovative, ergonomic, has high aesthetic value can be a differentiating factor from competitors that contributes to increasing people's purchasing decisions.

Kotler and Keller (2017: 53) Brand is a distinguishing name and symbol (such as a logo, stamp, or packaging) with the intention of identifying goods from a seller or a certain group of sellers, thus it can more easily distinguish goods produced by competitors. Hasan (2016), *brand image* indicators, namely:

1. *Corporate Image*
2. *Product Image*
3. *User Image*

Kotler and Keller (2017), packaging is a business established by someone to maintain brand equity in order to package sales products. Puspaningrum (2017), indicators of product packaging, namely:

1. Packaging Design, whether or not the packaging design is attractive in attracting consumer attention.
2. Packaging color, the color used must match the brand image and appeal to the target market.
3. Shape and Size Packaging, ergonomic, easy to carry, and according to consumer needs.
4. Packaging materials, the quality of the materials used, whether they are safe, environmentally friendly, and durable.
5. Information on Packaging, clarity of information regarding brand, composition, benefits, and product certification.
6. Packaging practicality, easy to open, reclose, and use by consumers in various situations.

Schiffman & Wisenblit (2019) define purchasing decisions as the stages that consumers go through when determining which goods or services to choose, based on the motivations, perceptions, and attitudes that are formed. Mowen & Minor (2019) state that purchasing decisions are a series of psychological processes that encourage an individual to choose a particular product to fulfill their needs or desires.

Kotler (2016) indicators of purchasing decisions are as follows:

1. Consumer Needs and Preferences, the extent to which the product meets consumer needs and wants.
2. Product Attractiveness, a factor that makes consumers interested in buying products compared to competitors.
3. The price offered, the price match with the quality and value received by consumers.
4. Product Availability, ease of finding and buying products in the market.

RESEARCH METHODS

The research was conducted at PT Mayora Indah Tbk Medan Jl. Medan-Binjai Km 12 Binjai North Sumatra Indonesia Kec. Sunggal, Deli Serdang Regency, North Sumatra 20351. The population of 195 Le Minerale consumers at PT Mayora Indah Tbk in Medan includes students, students, office workers, entrepreneurs, housewives. Determination of the sample using the slovin formula which amounted to 66 consumers.

Data collection methods: interviews, questionnaires, observation. Data analysis techniques: validity test, reliability test, classical assumption test (normality test, heteroscedasticity test, multicollinearity test), hypothesis testing (multiple linear regression, t test, F test, determination test).

Variable Operational Definition Table

Variable	Definition	Indicator	Scale
Brand (X1)	names and symbols that distinguish goods from a particular seller or group of sellers. Aaker (2018: 9).	Product Image Company Image User Image Aaker & Biel in Keller & Swaminathan (2020: 239)	Likert
Product Packaging (X2)	maintaining brand equity in order to package products for sales Kotler & Keller (2016).	safety and benefits marketing program β. volume and profit William J. Staton in Cahyadi (2017)	Likert
decision purchase (Y)	the result of a complex process of searching and evaluating information Kotler and Keller (2016).	Idea originator Influencers Decision making Abdullah & Tantri in Sudaryono(2016: 43),	Likert

RESEARCH RESULTS

Variable Validity Test Table

	Statement	r _{count}	r _{table}	Ket
Brand (X1)	Statement 1	0,500	0,240	Valid
	Statement 2	0,431		Valid
	Statement 3	0,440		Valid
	Statement 4	0,318		Valid
	Statement 5	0,412		Valid
	Statement 6	0,443		Valid
Product Packaging (X2)	Statement 1	0,499		Valid
	Statement 2	0,709		Valid
	Statement 3	0,646		Valid
	Statement 4	0,536		Valid
	Statement 5	0,540		Valid
	Statement 6	0,282		Valid
Purchase Decision (Y)	Statement 1	0,524		Valid
	Statement 2	0,528		Valid
	Statement 3	0,517		Valid
	Statement 4	0,353		Valid
	Statement 5	0,443		Valid
	Statement 6	0,595		Valid

Source: Data processed (2025)

Based on the table above, all statements in the brand variable (X1), product packaging (X2) and purchasing decisions (Y) have a value of $r_{count} > r_{table}$ ($n-2 = 66-2 = 64 = 0.240$).

Reliability Test Results Table

Variables	Alpha	Critical Limit	Conclusion
Brand	,732	0,60	Reliable
Product packaging	,719	0,60	Reliable
Purchase decision	,787	0,60	Reliable

Source: Data processed (2025)

Based on the table above, it is known that the *Cronbach Alpha* value is > 0.60 so that all variables are declared reliable (reliable).

Figure Normality Test Results with P-P Plot Graphs

From the graph on the side, it is found that all data distribution is around the diagonal line.

Source: Data processed (2025)

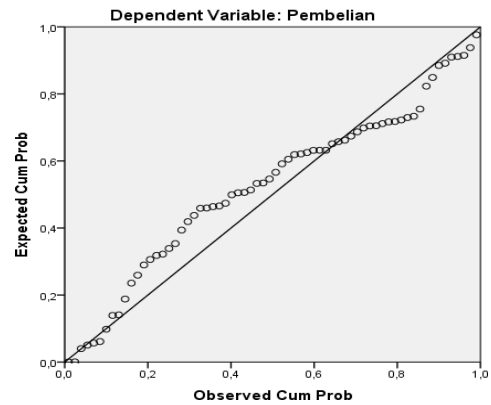
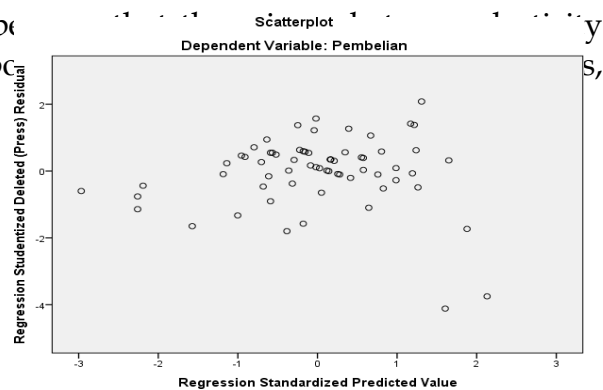


Figure Heteroscedasticity Test Results

Based on the graph on the side, it can be seen because there is a clear pattern, and the points are scattered randomly, so there is no heteroscedasticity.

Source: Data processed (2025)



Multicollinearity Test Table

Coefficients ^a								
Model		Unstd Coeff		Std Coeff	T	Sig.	Coll Statistics	
		B	Std. Error	Beta			Toll	VIF
1	(Constant)	6,431	5,406		1,190	,239		
	Brand	,616	,109	,569	5,637	,000	,997	1,003
	Product packaging	,642	,091	,516	5,555	,000	,997	1,003

a. Dependent Variable: Purchase decision

Source: Data processed (2025)

From the data above after processing using SPSS, it can be seen that the tolerance value of each variable is smaller than the VIF value < 10 , this proves that the VIF value of each variable is free from multicollinearity symptoms.

Multiple Linear Regression Test Results

Multiple linear regression equation: $Y = 6.431 + 0.616X_1 + 0.642X_2$

- a. 6.431 shows that if the brand and product packaging variables are zero (0), the volume value of purchasing decisions is 60.43%.
- b. 0.616 indicates that if the brand variable is increased 100%, the volume value of purchasing decisions will increase by 61.6%.
- c. 0.642 indicates that if the product variable is increased by 100%, the volume value of purchasing decisions will increase by 64.2%.

Partial Test Results (t Test)

- 1. obtained the significance value of the brand on purchasing decisions based on the t test obtained by $n = 66 \Rightarrow Df = n - 2 = 66 - 2 = 64$
- 2. known $t_{count} = 5.637$ and $t_{table} = 1.66$ ($5.637 > 1.66$) (Sig $0.001 < \alpha 0.05$) then H_0 is rejected so that there is a real and positive influence of brand on purchasing decisions.
- 3. obtained the significance value of product packaging based on the t test obtained $t_{count} = 5.555$ and $t_{table} = 1.66$ ($5.555 > 1.66$) (Sig $0.000 < \alpha 0.05$) then H_0 is rejected so that there is a real and positive effect of product packaging on purchasing decisions.

F Test Table

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	279,496	2	139,748	17,678	,000 ^b
	Residuals	498,035	63	7,905		
	Total	777,530	65			

Source: Data processed (2025)

Based on the results of the F test above, the value of $F_{count} = 17.678$ and $F_{table} =$

3.13 (17.678 > 3.13) (Sig. 0.000 < α 0.05) then H_0 is rejected so that there is a real and positive influence of brand and product packaging on purchasing decisions.

Coefficient of Determination Test Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,600 ^a	,359	,339	2,81164

Source: Data processed (2025)

The R result of 0.600 means that the variable influence of brand and product packaging is 0.600. The *R-Square* value is 0.359 (35.9%) the remaining purchasing decisions are influenced by other factors or other variables.

DISCUSSION

The Influence of Brand on Purchasing Decisions at PT. Mayora Indah Tbk Medan

From the results of this study, the significance value of the brand on purchasing decisions based on the t test was obtained as $t_{(count)} > t_{(table)}$ (5.637 > 1.66) (Sig 0.001 < α 0.05). thus H_0 is rejected. the conclusion: there is a real influence of the brand on purchasing decisions. This shows that the better the brand provided by the company, the more purchasing decisions will increase.

This indicates that the stronger and more positive the brand image, the more likely consumers are to choose the product over other brands. Le Minerale, as one of the leading bottled water brands in Indonesia, has built a strong brand through various marketing strategies and product differentiation. Therefore, consumers tend to have higher trust in this product than other brands in the market.

Purchasing decisions are influenced by how a brand is able to create positive perceptions in the minds of consumers. Le Minerale has succeeded in building an image as a quality drinking water with natural mineral content that provides more freshness than its competitors. Consumers who have had a positive experience with this product tend to be more loyal and make repeat purchases. In addition, the support of a strong advertising campaign, such as the slogan "Mineral Water with Benefits", further strengthens the impression that Le Minerale is the best choice. With a good image, consumers are more easily influenced and decide to buy this product compared to other brands.

Another factor that strengthens the brand's influence on purchasing decisions is consumer trust in the brand. Le Minerale utilizes innovative packaging with Mineral Protection System technology, which keeps the water in good quality until it reaches consumers. With this advantage, the Le Minerale brand is increasingly recognized as a hygienic, quality, and safe mineral water for consumption. Consumers who care about health will certainly be more likely to choose trusted products. Therefore, the better consumers' perceptions of the brand, the higher their likelihood of making a purchase.

In addition to quality, the Le Minerale brand also influences purchasing

decisions through emotional and social aspects. Consumers who choose Le Minerale often feel that they are making a better decision because they are choosing a healthier product. In addition, associations with the image of healthy living built through product packaging and product packaging also strengthen purchasing decisions. Consumers tend to be influenced by public perceptions of certain brands, so brands that have a good reputation are more easily accepted. Thus, a strong brand not only attracts the attention of new consumers but also retains loyal customers.

Overall, the results of this study confirm that brand has a significant impact on Le Minerale purchasing decisions. A strong brand creates consumer trust, loyalty and preference, thereby driving higher purchasing decisions. The better the brand image built by the company, the more likely the product will be chosen by consumers over competitors. Therefore, companies must continuously improve the quality of their brands with effective marketing strategies and continuous product innovation. In this way, consumer purchasing decisions for Le Minerale will continue to increase along with strengthening a positive brand image.

The Effect of Product Packaging on Purchasing Decisions at PT. Mayora Indah Tbk Medan

From the results of this study, the significance value of product packaging based on the t test was obtained as $t_{(count)} > t_{(table)}$ ($5.555 > 1.66$) ($\text{Sig } 0.000 < \alpha 0.05$), thus H_0 is rejected, the conclusion is: there is a significant effect of product packaging on purchasing decisions. This shows that the more competitive the product set by the company, the volume of purchasing decisions for the company's products will increase.

Well-designed packaging not only serves as a product protector but also as a marketing tool that is able to attract consumer attention. Le Minerale has come up with innovative packaging with an ergonomic design and Mineral Protection System technology, which ensures that water quality is maintained. With attractive and functional packaging, consumers are more likely to choose this product over competitors.

Good packaging can also increase positive brand perception. Le Minerale uses transparent bottles with a modern design, which gives a hygienic and premium impression. Consumers who see this packaging will have more confidence that the product inside is of high quality and safe for consumption. In addition, the stronger designed bottle cap provides extra protection to keep the water protected from contamination. With packaging designed for convenience and safety, consumers are more confident in making purchasing decisions.

In addition to safety and quality factors, product packaging also plays a role in marketing and branding strategies. Le Minerale differentiates itself from competitors with its unique wavy bottle design, which makes it easily recognizable on store shelves. This uniqueness helps increase product appeal, making it easier for consumers to remember and choose Le Minerale over other brands. Attractive packaging also supports marketing strategies through advertising and product

packaging, where packaging visuals can be an important element in attracting the attention of the target market. With the right packaging strategy, product sales volume can also increase significantly.

Well-designed packaging can provide added value to consumers. Le Minerale comes with a variety of bottle sizes, ranging from small to large, so that it can meet the needs of various market segments. The ease of carrying and using the product is also a factor that influences purchasing decisions. Consumers who are looking for practical drinking water for daily activities will prefer products with packaging that suits their lifestyle. Therefore, innovation in packaging can be an effective strategy to attract more consumers.

The results of this study confirm that product packaging has a significant influence on purchasing decisions for Le Minerale. Safe, attractive and innovative packaging not only increases the attractiveness of the product but also provides convenience for consumers. The better the packaging design and functionality, the greater the chance that consumers will choose the product over other brands. Therefore, companies need to continuously develop packaging that suits the needs and preferences of the market. In this way, consumer purchasing decisions for Le Minerale will continue to increase, which ultimately contributes to an increase in the company's sales volume.

The Effect of Brand and Product Packaging on Purchasing Decisions at PT. Mayora Indah Tbk Medan

Based on the results of the F test above, the value of $F_{(count)} > F_{table}$ is obtained ($17,678 > 3.13$) (Sig. $0.000 < \alpha 0.05$) thus H_0 is rejected, the conclusion is: there is a significant effect of the influence of brand and product packaging on purchasing decisions. This shows that if the company can improve the brand with products that are affordable to consumers, consumers are interested in buying these products and will cause the volume of product purchasing decisions to increase.

A strong brand creates consumer trust and loyalty, while attractive and functional packaging can increase product appeal. Le Minerale has built a positive brand with an image of high-quality mineral water and innovative packaging, so as to increase consumer purchasing decisions. With a combination of a good brand and attractive packaging, consumers are more likely to choose Le Minerale over other similar products.

The influence of brand on purchasing decisions is very strong because consumers tend to choose products that have a good reputation. Le Minerale is known as bottled drinking water that has premium quality with natural mineral content, thus providing a sense of confidence for its consumers. In addition, the marketing strategies carried out by the company, such as advertisements and sponsorships at various events, also strengthen brand awareness. When consumers see products with well-known and trusted brands, they are more likely to make purchases without much consideration. Thus, the better the brand image, the higher the likelihood of the product being chosen by consumers.

In addition to brand, product packaging is also an important factor in

purchasing decisions because it provides added value to consumers. Le Minerale presents a unique corrugated bottle packaging with a more secure cap, which gives a premium impression and differentiates it from competitors. Packaging that is practical, ergonomic, and easy to carry around is one of the main attractions for consumers. Apart from the design aspect, packaging also serves as a communication tool that provides information about the quality and superiority of the product. Therefore, innovation in packaging can increase product appeal and encourage consumers to make purchases.

The relationship between brand and product packaging in influencing purchasing decisions is very close. The combination of a strong brand and attractive packaging of Le Mineral is able to create the perception that the product has a higher value than other brands. Consumers not only consider the quality of the mineral water inside, but also other aspects such as easy-to-use packaging and a brand that gives an exclusive impression. Therefore, marketing strategies that prioritize these two aspects can increase product competitiveness in the market. With the increasing competition in the bottled water industry, companies must continue to strengthen brands and innovate in packaging to maintain customer loyalty.

The results of this study prove that brand and product packaging have a significant influence on purchasing decisions for Le Minerale. A strong brand creates trust and loyalty, while innovative packaging increases attractiveness and convenience for consumers. If companies are able to maintain brand quality and present more attractive and practical packaging, consumer purchasing decisions for Le Minerale will continue to increase. With the right strategy in improving the brand and packaging, the company can attract more consumers and increase sales volume significantly. Therefore, companies need to continue to innovate and strengthen marketing strategies to remain the top choice of consumers.

CONCLUSIONS

1. The partial test results (t test) obtained a significance value of $0.001 < \alpha 0.05$ explain that in addition to quality, the Le Minerale brand influences purchasing decisions through emotional and social aspects of $t_{(count)} > t_{(table)} (5.637 > 1.66)$. Consumers who choose Le Minerale often feel that they are making a better decision because they are choosing a healthier product so that it can strengthen purchasing decisions that have a good reputation are more easily accepted. Le Minerale's strong brand not only attracts the attention of new consumers but also retains loyal customers.
2. The partial test results (t test) obtained a significance value of $\text{Sig } 0.000 < \alpha 0.05$ explain that product packaging affects purchasing decisions by $t_{(count)} > t_{(table)} (5.555 > 1.66)$. Well- designed packaging can provide added value to consumers. Le Minerale comes with a variety of bottle sizes, ranging from small to large, so that it can meet the needs of various market segments. The ease of carrying and using the product is also a factor that influences purchasing decisions. Consumers who are looking for practical drinking water for daily activities will

- prefer products with packaging that suits their lifestyle.
3. The results of the simultaneous test (F test) obtained the value of $F_{(count)} > F_{(table)}$ of $(17.678 > 3.13)$ with a significance value of $0.000 < \alpha 0.05$ explain that brand and product packaging have an effect on purchasing decisions. The combination of a strong brand and attractive packaging of Le Mineral is able to create consumer perceptions that the product has a higher value than other brands. Consumers not only consider the quality of mineral water but also other aspects such as packaging that is easy to use and brands that give an exclusive impression.

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