



The influence of health perception and brand image on le mineral purchases

Rivaldo Jene¹, Gogi Kurniawan²

^{1,2}Management program, Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya, Indonesia

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ABSTRACT

Increasing public awareness of the importance of health and increasingly fierce competition in the bottled water industry help companies study the characteristics of potential buyers. This study was conducted to examine the reasons behind the purchasing decisions of Le Mineral products among students of STIE YAPAN Surabaya. This study used a quantitative approach involving 143 respondents selected through a purposive sampling technique. Data testing from this study used SPSS with multiple linear analysis. The results of the analysis show Health Perception and Brand Image significantly contribute to purchasing decisions, both partially and simultaneously. Brand Image proved to be a more influential factor than Health Perception in influencing consumer purchasing decisions. Furthermore, the research model was able to explain 58.2% of the variation in purchasing decisions, with the remainder coming from variables not discussed in this study. This finding is important as companies strive to pay more attention to image as a basis for consumer evaluation.

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Corresponding Author:

Rivaldo Jene,
Management Program,
Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya,
Jl. IKIP Gunung Anyar, Block E, No. 197 - 198 Surabaya, Jawa Timur, 60295, Indonesia
Email: rivaldojene@gmail.com

1. INTRODUCTION

The development of healthy lifestyles has led people to increasingly pay attention to the consumption of health-related products, including safe, high-quality drinking water. Air is a primary need for the body, leading to a continuous increase in the consumption of bottled water due to health awareness, population growth, urbanization (Lestari, 2021), and modern lifestyles that prioritize practicality, cleanliness, and product safety (Aulia et al., 2024).

According to (Asytuti & Astuti, 2021), product safety is a crucial factor in consumer purchasing decisions. The increase in bottled water consumption is influenced by modern lifestyles that prioritize practicality, cleanliness, and product safety. Research (Wahyudi et al., 2024) shows that bottled water consumption among college students remains quite high. Bottled water products are perceived as more hygienic and of higher quality, leading to increasingly fierce competition in the Indonesian bottled water industry, with various brands offering their own unique advantages.

In this competitive environment, companies are not only required to provide quality products but also to build positive consumer perceptions of their brands/products, brand reputation becomes a product differentiator and becomes an economically valuable asset (Solida, 2022) One factor influencing consumer purchasing decisions is health perception. Health perception is a consumer's subjective assessment of a product's health benefits, and lifestyle also influences consumer preferences (Septa, 2021). In the context of bottled drinking water (AMDK), health

perception is reflected in consumers' beliefs that certain drinking water products are safe to consume, maintain body hydration, and support health. Previous researchers explained that the intention to purchase functional beverage products is influenced by consumer health awareness (Fathin et al., 2023). Health awareness indicates the extent to which a person engages in health-related activities, which encompasses four main aspects: high concern for health, genuine concern for health, active health information seeking, and commitment to maintaining good health (Fathin et al., 2023).

Apart from health perceptions, purchasing decisions are also influenced by brand image, namely the view of a product based on the experiences and information they receive (Rosmayanti, 2023). Brand image can be positive or negative depending on consumer perception (Sari, 2021). In the bottled water industry, brand image is related to product quality, consumption safety, and company reputation, which can increase consumer trust and loyalty.

One of the bottled drinking water (AMDK) brands that has shown rapid growth in Indonesia is Le Minerale, produced by PT Tirta Fresindo Jaya, a subsidiary of PT Mayora Indah Tbk, and introduced to the market in 2015. This product has successfully captured public attention through its marketing strategy, the catchy slogan "Kayak Ada Manis-Manisnya," and its image synonymous with quality and health. Le Minerale is also known for its active promotion through various media, thus increasing its competitiveness in the market. In addition, the product packaging and marketing messages highlighting its natural mineral content have become a major attraction for consumers. (wikipedia, 2026).

In recent years, Le Minerale has shown positive progress in the competitive bottled water industry. This is evident in the annual increase in Le Minerale's Top Brand Index. In 2022, Le Minerale's Top Brand Index was 12.50%, then increased to 14.50% in 2023, remained at 14.50% in 2024, and then rose again to 18.80% in 2025. This increase indicates that the Le Minerale brand is increasingly recognized and trusted by consumers, and has a stronger position in the public mind. The increasing consumer trust in Le Minerale is inseparable from the company's efforts to build its brand image through product quality, claims of natural mineral content, and hygienic packaging. Furthermore, consumers are increasingly considering brand image and health factors when purchasing bottled water. Therefore, understanding how these perceptions influence bottled water purchasing decisions is crucial.

Previous research shows that a good brand image positively contributes to consumer purchasing decisions. Studies by (Nataliani & Oktaviani, 2024), (Arrazia et al., 2026), and (Anggela et al., 2024) concluded that brand image has a significant influence on consumer purchasing decisions. Furthermore, the findings Silva-Paz et al. (2024) confirmed that bottled water labels influence consumer perceptions of quality and health. Research by Gunawan et al. (2022) also concluded that nutrition labels and a healthy food orientation influence consumer purchasing decisions.

Previous studies have generally focused on the influence of brand image, product quality, and price on purchasing decisions. However, several research questions remain unanswered. First, research on health perception as a stand-alone construct in bottled drinking water (AMDK) products is still relatively limited compared to research focusing on product quality and price. Second, there are not many studies that examine the simultaneous influence of health perception and brand image on AMDK purchasing decisions. Third, research specifically examining the Le Minerale brand among college students is still very rare, even though this brand has shown rapid growth in the Indonesian market and students are a consumer segment with a fairly high level of health awareness. Fourth, the mechanism of influence between health perception and brand image on purchasing decisions, whether they work independently, mutually reinforcing, or through a moderating or mediating effect, is still not comprehensively understood.

This study provides a theoretical contribution by integrating health perceptions and brand image into the AMDK purchase decision model, thereby enriching the consumer behavior framework by combining functional (health) and symbolic (brand) values. These findings strengthen the literature by demonstrating how health claims and brand reputation shape consumer risk perceptions and trust in the context of hygienic products. Based on this, this study aims to analyze

the influence of health perceptions and brand image on the purchase decision of Le Mineral bottled drinking water among university students.

2. RESEARCH METHOD

Testing with multiple linear regression analysis as a tool to test the influence between variables, research variables (Sugiyono, 2023). The approach used is to process numerical data collected through a questionnaire to determine the relationship between health perception and brand image on Le Minerale purchasing decisions among STIE Yapan Surabaya students. Respondents in this study were students of STIE Yapan Surabaya with the following criteria: (1) active students majoring in management, (2) at least 17 years old, (3) students who had consumed Le Mineral at least once in the last month, and (4) willing to be respondents. Data analysis was conducted using IBM SPSS Statistics version 21.

Statistical procedures included validity and reliability tests, classical assumption tests, and F and t tests. Validity and reliability tests were conducted to verify the suitability and consistency of the research instruments, while hypothesis testing was conducted to determine the extent to which health perceptions and brand image influence purchasing decisions.

This study used three variables: health perception, brand image, and purchasing decisions. The health perception variable was measured through four indicators in the study (Anggela et al., 2024), namely understanding product benefits, understanding product type variations, understanding product brand popularity, and understanding product features. The brand image variable was measured based on indicators proposed by (Wardhana, 2024), namely corporate image, product image, and user image. Meanwhile, the purchasing decision variable was measured based on indicators proposed by Kotler in Septyadi et al. (2022), namely product purchase, brand purchase, choice of purchasing channel, timing of purchase, and purchase amount. All indicators were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree.

3. RESULTS AND DISCUSSION

Validity Test

Based on the validity test results, all statement items in variables X1, X2, and Y showed a significance value of 0.005, which is below the 0.05 threshold. Furthermore, each item had a positive and significant Pearson correlation coefficient. These findings indicate that all research instruments met validity criteria and therefore could be used as data collection tools in research.

Reliability Test

The Cronbach's Alpha reliability test for each variable obtained, X1 (0.880), X2 (0.908), Y (0.907). From these values, the internal consistency value is quite strong because it is above the minimum threshold of 0.60, this is considered reliable.

Normality Test

Kolmogorov-Smirnov analysis shows an Asymp.Sig. (2-tail) value of 0.200 > 0.05, so it is normally distributed, and the regression model in this study meets the assumptions and can be used for further testing.

Multicollinearity Test

Based on the results of the multicollinearity test, the health perception and brand image variables had values of 0.604 > 0.10 and a VIF value of < 10.00. From these values, the regression model did not find any symptoms of multicollinearity with the independent variables.

Heteroscedasticity Test

The Glejser test results indicate that the independent variables have a significance value greater than 0.05. Thus, there are no symptoms of heteroscedasticity in the constructed regression model, thus fulfilling one of the required classical assumptions.

Multiple Linear Regression Test

Table 1. Results of multiple linear regression test

Model	Unstandardized Coefficients		Standardized Coefficient	T	Signature
	B	Standard Error	Beta		
(Constant)	2,961	2,386		1,241	217
Health Perception	290	078	263	3,729	000
Brand Image	586	073	570	8,078	000

The results of the SPSS analysis obtained a multiple linear regression equation $Y = 2.961 + 0.290X_1 + 0.586X_2$. This equation proves that both variables (X_1 & X_2) provide an increase in Y . The constant value of 2.961 means that when the variables of Health Perception and Brand Image do not change or are zero, the value of Purchase Decision is estimated at 2.961. The Health Perception coefficient of 0.290 indicates that an increase in Health Perception tends to be followed by an increase in Purchase Decision by 0.290 units. The Brand Image coefficient of 0.586 indicates that the better the brand image, the higher the Purchase Decision. Every one unit increase in Brand Image is estimated to increase Purchase Decision by 0.586 units with other variables remaining constant.

F Test

Table 2. F test results

Model	Sum of Squares	Df	Mean Square	F	Signature
Regression	2,735,591	2	1,367,796	96,993	000 ^b
Remainder	1961,402	139	14,111		
Total	4696.993	141			

The F-test showed a significance level of 0.000, below the 0.05 threshold. This finding indicates that the research hypothesis is accepted.

T-test

Table 3. T-test results

Model	Unstandardized Coefficients		Standardized Coefficient	T	Signature
	B	Standard Error	Beta		
(Constant)	2,961	2,386		1,241	217
Health Perception	290	078	263	3,729	000
Brand Image	586	073	570	8,078	000

The table above shows a value of 3.729 for the health perception variable, with a significance level of $0.000 < 0.05$, and H_1 is accepted. This means that health perception has a positive impact on purchasing decisions. Meanwhile, the brand image variable obtained a t-value of 8.078 with a significance level of $0.000 < 0.05$, and H_2 is accepted. It is concluded that brand image influences purchase intentions.

Coefficient of Determination Test

Table 4. Results of the coefficient of determination test

Model	R	R Square	Adjusted R Squared	Standard Error of Estimate
1	763 ^a	582	576	3.75643

From the table above, the R Square value obtained is 0.582 (58.2%). This shows that the variables of Health Perception and Brand Image together are able to explain the influence on Purchasing Decisions by 58.2%, while the remaining 41.8% is outside other variables that are not studied.

Discussion

The influence of health perception on purchasing decisions

The findings in this study explain that the Health Perception variable drives the purchasing decision of Le Minerale products. This finding is proven by the results of the t-test with a significance of 0.000, less than 0.05, with a calculated t-value of 3.729. This indicates that consumer perception of the health benefits of a product is an important factor in determining purchasing decisions, awareness of health and food safety influences purchasing decisions (Lie et al., 2023). Consumers tend to choose drinking water products that are considered safe, healthy, and of good quality for daily consumption. The better the consumer perception of the health aspects of Le Minerale products, the higher their decision to purchase them.

Consumer health perceptions are also closely related to product quality assessments. For bottled water, product quality can be reflected in water clarity, packaging safety, the cleanliness of the production process, and mineral content. Consumers tend to associate good product quality with greater health benefits. Therefore, the better the product quality perceived by consumers, the higher the perception of the product as safe and beneficial for health. Therefore, product quality can be a factor that strengthens consumers' health perceptions of Le Minerale products and ultimately drives purchasing decisions.

Furthermore, research (Silva-paz et al., 2024) also states that label elements on bottled water can influence consumer perceptions of quality and health, which ultimately impact product preferences and purchase intentions. Studies examining the influence of healthy lifestyle adoption on ready-to-drink (RTD) beverage preferences also show that a healthy lifestyle influences consumer preferences (Septa, 2021). Consumers with a healthy lifestyle tend to choose beverage products perceived as healthier. Thus, the results of this study confirm that health perception is one of the factors influencing consumer purchasing decisions for Le Minerale products.

The influence of brand image on purchasing decisions

findings indicate that brand image has a positive and significant influence on purchasing decisions. This finding is evidenced by a significance value of 0.000, which is less than 0.05, and a calculated t-value of 8.078. These results indicate that Le Minerale's brand image can influence consumer purchase intentions. A positive brand image can foster consumer trust and confidence in product quality, thus encouraging consumers to make purchases. Brand image is the public's impression of a company (Filayly & Ruliana, 2022). The above findings are in line with (Rosanti & Salam, 2021) stated that brand image also influences consumer purchasing intentions, thereby increasing loyalty and trust in the product.

A positive brand image not only drives initial purchasing decisions but also plays a role in shaping brand loyalty. Consumers who have trust and positive experiences with a brand are more likely to maintain their choice and make repeat purchases. Brand loyalty makes consumers more consistent in choosing the same brand over competitors due to the trust and attachment they have to that brand. This finding is supported by research. (Gea et al., 2025) which shows that a good brand image has a positive and significant effect on Le Minerale customer loyalty. The study explains that consumers who feel connected to the brand, are satisfied with the product, and have strong beliefs in the brand tend to be loyal customers who will continue to purchase Le Minerale products in the future. Thus, the higher the brand loyalty a consumer has, the greater the likelihood of repeat purchase decisions.

The significant influence of brand image indicates that Le Minerale needs to maintain a positive brand image in the public eye. The company can improve its marketing strategy by strengthening brand identity, maintaining product quality, and increasing promotions that can build consumer trust. The influence of brand image on purchasing decisions is one of the factors that influence purchasing decisions (Fawazi et al., 2024). Furthermore, Le Minerale also needs to maintain its product's reputation as a quality drinking water to maintain good consumer perception as a leading brand. Brand trust is one of the aspects that entrepreneurs focus on (Subakti et al., 2018) because consumers believe that a brand with a positive image is a guarantee of product quality (Aeni, 2021).

These results align with several previous findings. Research conducted by (Nataliani & Oktaviani, 2024) explains that a strong brand image can increase consumer trust and purchase

intentions. Furthermore, research by (Arrazia et al., 2026) also concluded the same thing. Anggi et al. (2026) also showed that brand image, product quality, and price play a significant role in influencing purchasing decisions for bottled water. Therefore, the findings of this study support the belief that a positive brand image can enhance consumers' purchasing decisions for Le Minerale products.

Although the results of this study are in line with the various previous studies described above, this study has several differences compared to previous studies. Most previous studies focused more on the influence of marketing factors, such as brand image, product quality, and price on purchasing decisions. Meanwhile, this study integrates health perception and brand image variables in analyzing purchasing decisions for Le Minerale brand bottled drinking water. In addition, this study was conducted among university students who have a relatively high level of health awareness in choosing consumer products. The research findings indicate that in addition to a positive brand image, health perception is also an important factor influencing purchasing decisions. Thus, this study provides additional empirical evidence that purchasing decisions for bottled drinking water are influenced not only by marketing factors, but also by consumer perceptions of the product's health benefits.

4. Conclusion

The findings above prove that Health Perception and Brand Image have a significant influence on the purchase intention of Le Mineral products, both partially and simultaneously. This indicates that consumers tend to consider health aspects and brand image before purchasing a product. Brand Image has a more dominant influence than Health Perception in influencing consumer purchasing decisions. This study contributes to the development of consumer behavior theory in the bottled drinking water industry by showing that purchasing decisions are not only influenced by marketing factors, such as brand image, but also by consumer perceptions of the product's health aspects. These findings strengthen the understanding that increasing consumer health awareness is an important factor in the purchasing decision-making process. In addition, this study provides empirical evidence that a combination of functional factors (health perception) and psychological factors (brand image) play a role in shaping consumer purchasing behavior for bottled drinking water products. The implications of this study for Le Minerale include the need to maintain product quality, increase education about the product's health benefits, and strengthen brand image through marketing strategies that can increase consumer trust.

This study still has limitations because it only uses health perception and brand image variables to explain purchasing decisions for Le Minerale products. Therefore, further research is recommended to consider other variables that have the potential to influence purchasing decisions, such as price, product quality, promotion, and healthy lifestyle. These variables can provide a more comprehensive understanding of the factors that influence consumer purchasing decisions for bottled drinking water products. In addition, further research can expand the scope of respondents and research areas to obtain more representative results that can be generalized to a wider consumer group.

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