The Influence Of Brand Image, Packaging, And Promotion On Purchasing Decisions For Mineral Water King Oseng At CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi

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ABSTRACT

This study aims to analyze the effect of brand image, packaging and promotion on purchasing decisions for King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi, both simultaneously and partially. The population in this study were customers of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. The sampling method used is nonprobability sampling, data collection using purposive sampling. The data was collected using a questionnaire in which the sampling was 40 respondents. This type of descriptive quantitative research uses instrument tests, classical assumption tests, multiple linear regression analysis, hypothesis testing (f & t tests), and the coefficient of determination. The results in this study show that the brand image ($X1$), packaging ($X2$) and promotion variables ($X3$) simultaneously (f test) have a positive and significant influence on purchasing decisions. While the results partially (t test) that the brand image variable has no effect and is insignificant to purchasing decisions, the packaging variable has no effect and is insignificant to purchasing decisions, and the promotion variable has a positive and significant effect on purchasing decisions. With the coefficient of determination (Adjust R Square) obtained of 0.474 or 47.4%. This means that 47.4% of purchasing decisions can be explained by independent variables, while the remaining 52.3% is likely to be explained by other independents that are not included in this study.

Keywords: brand image, packaging, promotion, purchasing decisions.

1. INTRODUCTION

Water is a source of life for humans that has an important role in the body. Increased population growth and lack of concern for the surrounding environment due to waste from household activities and factory management waste that causes water pollution. The bottled drinking water industry in Indonesia is growing, thus creating new bottled drinking water companies spread across various regions. Companies must be able to face competition by continuing to innovate and be creative to create superior value and be able to compete in the market. As the presentation of households based on the main drinking water source that Indonesian households utilize various water sources for daily drinking needs. The results of the National Socio-Economic Survey (Susenas) from the Central Statistics Agency (BPS) show that people prefer bottled or refillable water (Muhamad, 2023). The mineral water brands most frequently consumed by Indonesians in the past year that Aqua and Le Minerale dominate consumer awareness based on the Kurious Katadata Insight Center (KIC) survey. Both brands are the top choice for the public, whereas, brands such as Vit, Club, Ades, Nestle, Crystalline, Pristine, Total, Amidis, Evian, Eternal Plus, and others have lower consumption. This is because the majority of respondents prefer to buy mineral water that is easily found in shopping centers (Annur, 2023). The channel that rising brands use to market their products is that most growing companies focus more on selling online than offline (Ahdiat, 2023).

The selection of King Oseng Mineral Water products as the object of research at CV. Maju Terus Bahagia Sejahtera Sentosa because there are phenomena related to brand image that is not well known among

the public. Limited market share encourages companies to create distinctive characters to attract consumer attention. CV Maju Terus Bahagia Sejahtera Sentosa in producing King Oseng Mineral Water not only modifies glass packaging, but also needs to develop variations of bottle packaging. In addition, in terms of offline marketing, there are several retail stores and wholesale stores that have not marketed King Oseng mineral water products. They only sell other bottled mineral water, such as Aqua, Le Mineral, and other common brands. Meanwhile, in terms of online marketing, it can be seen that the use of social media such as Instagram and tiktok has not been optimized because the number of followers is still very small. The uploaded content is also limited, making people unfamiliar with King Oseng mineral water products. This is due to the absence of employees responsible for marketing activities on social media. It is important to achieve a balance between offline and online promotional activities to increase public awareness of King Oseng mineral water products.

Despite the intense competition in the Bottled Drinking Water (AMDK) industry, the company needs to increase public understanding of King Oseng Mineral Water products. Its strength lies in the brand's ability to create a distinctive impression in the minds of customers, in encouraging repeat purchases, and creating awareness and preference. This can be achieved through innovations in packaging design to increase product safety and attractiveness, as well as through attractive promotions to expand product recognition to increase sales. Because promotion is an important element in communicating product advantages, persuading consumers, and influencing purchasing decisions. Buyers are grouped based on psychological and psychographic factors. Psychological factors include personality, attitudes, lifestyle, demographics, values and include consumer behavior. Meanwhile, psychographic factors include product evaluations that are influenced by demographics and psychographics in helping to explain consumer responses more accurately (Assegaf et al., 2022).

Research conducted by Miati (2020) on "The Effect of Brand Image on Purchasing Decisions for Deenay Veils (Study on Gea Fashion Banjar Consumers)" using quantitative research. The results show that brand image has a significant influence on purchasing decisions. The similarities with previous research are the type of research, data collection methods (questionnaires), and data analysis techniques. The difference lies in the year of research, object, number of variables, population, sample size, and without using observation, interviews, documentation as data collection techniques.

Research conducted by Nurfauzi et al. (2022) on "The Effect of Packaging and Product Quality on Purchasing Decisions (Survey on Consumers of Sale Ambon Products Mrs. Ooh Cipatujah Tasikmalaya Regency)". The type of research used is quantitative research. The results show that packaging and product quality have a significant effect on purchasing decisions. The similarities with previous research are the type of research, data collection methods (questionnaires), and data analysis techniques. The difference lies in the year, object, number of variables, population, sample size, without using observation, interviews, documentation as data collection techniques, and the use of product quality variables as independent variables.

Research conducted by Azhari & Fachry's (2020) on "The Effect of Brand Image and Promotion on Purchasing Decisions for Batik Karawang at Ramayana Mall, Karawang" using quantitative methods with the t test and F test. The results show that brand image and promotion have a significant effect on purchasing decisions. The similarities with previous research are the type of research, data collection methods (questionnaires), and data analysis. The difference lies in the year, object, number of variables, population, sample size, and sampling technique (Random Sampling), without using observation, interviews, documentation as data collection techniques.

Research conducted by Sumarsono & Santoso's (2019) on "The Effect of Brand Image, Product Quality, and Product Design on Purchasing Decisions for Mukti Rahayu Batik Products in Magetan Regency" using quantitative descriptive data analysis methods. The results show that Brand Image has no effect and is not significant to purchasing decisions, while Product Quality and Product Design have a positive and significant effect on purchasing decisions. The similarity with previous research lies in the type of research, data collection techniques, and data analysis, while the differences include the year of research, object, population, sample size, sampling technique (Random Sampling), and the use of product quality and product design variables as independent variables.

Research conducted by Fadillah & Saroh's (2019) on "The Effect of Product Quality, Brand Image, and Packaging on Purchasing Decisions at Beauty Rossa, Malang City" using quantitative research. The results show that product quality and brand image have a significant effect on purchasing decisions, while packaging has no effect and is not significant to purchasing decisions. The similarity with previous research lies in the type of research, data collection techniques, and data analysis, while the differences include the year of research, object, population, sample size, and the use of product quality variables as independent variables

2. LITERATUR REVIEW

According to Tjiptono (Darmansah & Yosepha, 2020:18) brand image is a picture of consumer associations and beliefs about a brand. According to Tjiptono and Chandra (Nisa *et al.*, 2022:41) state that if the brand image is already embedded in consumers' minds, this will help them reduce confusion when choosing a product. As a result, consumers are more likely to buy the product because they believe that the product matches their perceptions, without considering too many factors.

According to Unky and Kohardinata (Dayanti, 2021:440) state that packaging is a combination of elements such as shape, color, font, material, and graphics, which aims to increase product value to strengthen marketing. According to Mudra (Khabibi, 2020:11) states that packaging has a function to protect and secure products, as well as provide a certain image that can persuade users. Packaging not only plays a protective role, but can also increase consumer attractiveness when making purchasing decisions.

According to Budiman and Steven (Seran *et al.*, 2023:209) defines promotion as an effort to communicate, inform, offer, persuade, or spread products or services to potential consumers so that they are willing to make purchases. In the research of Ingrid et al. (Primaputra & Sudaryanto, 2023:4) shows that promotions have an impact on consumer purchasing decisions, and the most influential factor to influence purchasing decisions is attractive promotional content.

According to Kotler (Khabibi, 2020:3) says that purchasing decisions are the final decision of consumers to buy goods and services that are in accordance with consumer needs. Meanwhile, according to Tjiptono (Wicaksono *et al.*, 2023:426) purchasing decisions are a process in which consumers identify their problems, seek information about specific products or brands, and evaluate each alternative properly to solve their problems, which ultimately results in a purchase decision.

Based on the theoretical description and explanation of the hypothesis in this study, the framework can be built as follows:
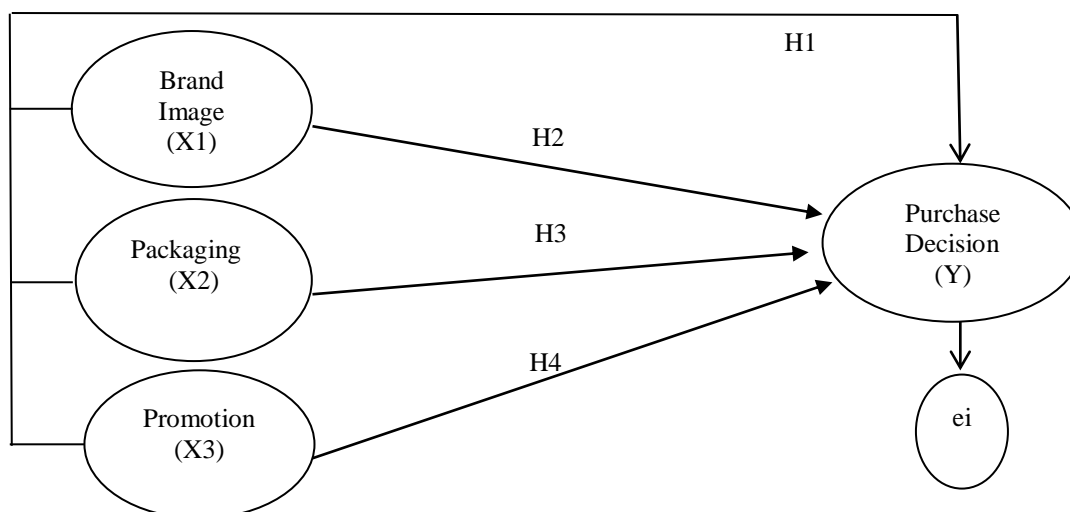
Description:

X1 : Brand image

X2 : Packaging

X3 : Promotion

Y : Purchase Decision

H1 : It is suspected that there is an effect of Brand Image, Packaging and Promotion on Purchasing Decisions simultaneously.

H2 : It is suspected that there is an effect of Brand Image on Purchasing Decisions partially.

H3 : It is suspected that there is an influence of Packaging on Purchasing Decisions partially.

H4 : It is suspected that there is a partial influence of Promotion on Purchasing Decisions.

ei : Confounding Variable

Based on previous research conducted by Azhari & Fachry (2020) entitled "The Effect of Brand Image and Promotion on Purchasing Decisions for Batik Karawang at Ramayana Mall, Karawang". The results in this study indicate that there is an influence of brand image on purchasing decisions, there is an influence of promotion on purchasing decisions, and there is an influence of brand image and promotion on purchasing decisions.

The first hypothesis can be taken as follows:

H1 : It is suspected that Brand Image, Packaging and Promotion simultaneously affect the Purchasing Decision of King Oseng Mineral Water at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

Based on previous research conducted by Miati (2020) entitled "The Effect of Brand Image on Purchasing Decisions for Deenay Headscarves (Study on Gea Fashion Banjar Consumers)". The results showed that brand image has a significant influence on decision making for the purchase of Deenay headscarves.

The second hypothesis can be taken as follows:

H2 : It is suspected that Brand Image partially affects the Purchase Decision of King Oseng Mineral Water at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

Based on previous research conducted by Nurfauzi et al., (2022) entitled "The Effect of Packaging and Product Quality on Purchasing Decisions (Survey on Consumers of Sale Ambon Ibu Ooh Cipatujah Tasikmalaya Regency)". The results of the study found that packaging and product quality simultaneously have a significant effect on purchasing decisions on Sale Ambon Ibu Ooh Cipatujah Tasikmalaya products and it is known that packaging and product quality partially have a significant effect on purchasing decisions on Sale Ambon Ibu Ooh Cipatujah Tasikmalaya products.

The 3rd hypothesis can be taken as follows:

H3 : It is suspected that Packaging partially affects the Purchasing Decision of King Oseng Mineral Water at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

Based on previous research conducted by Azhari & Fachry (2020) entitled "The Effect of Brand Image and Promotion on Purchasing Decisions for Batik Karawang at Ramayana Mall, Karawang". The results in this study indicate that there is an influence of brand image on purchasing decisions, there is an influence of promotion on purchasing decisions, and there is an influence of brand image and promotion on purchasing decisions.

The 4th hypothesis can be taken as follows:

H4 : It is suspected that Promotion partially affects the Purchase Decision of King Oseng Mineral Water at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi

3. RESEARCH METHOD

This research is quantitative research that aims to examine certain populations and samples that can be measured, calculated, and explained with numbers. This research was conducted by collecting data from the field which was calculated statistically to analyze hypotheses using data collection methods such as observation, questionnaires, interviews, and documentation. This method aims to collect answers from respondents on purchasing decisions for King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

This study focuses on examining consumer purchasing decisions made to determine and analyze the effect of brand image, packaging, and promotion simultaneously and partially on King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. Population according to Sugiyono (Rianti & Rikumahu, 2020:955) is a generalization area consisting of objects / subjects that have certain characteristics set by researchers to study and then draw conclusions. In this study the population is a customer of CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

According to Sugiyono (Rianti & Rikumahu, 2020:956) Samples are part of the characteristics possessed by the population which are considered to represent the entire population, because the sample is part of the population. In this study, the sampling technique used was nonprobability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2022:84). The type of nonprobability sampling in this study is purposive sampling, which is a sampling technique with a certain determination (Sugiyono, 2022:85).

The sample size research in this study used the Roscoe theory formula. According to Roscoe stated by Sugiyono (2022:91) by determining the size of the sample taken in this study, it can be determined by multiplying the number of variables studied by a minimum of 10. The samples used in this study were wholesale stores, retail stores and customers with at least one purchase of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. The number of respondents in this study were 40 obtained from the number of variables (independent + dependent) there are 4, then the number of sample members $= 4 \times 10 = 40$ respondents.

Data Analysis Technique

In this study, the data analysis techniques used were validity tests. Reliability test, classical assumption test, multiple linear regression analysis, complemented by hypothesis testing (t test and f test), and analysis of the coefficient of determination (R^2).

a. Instrument Test

   1) Validity Test

      According to Sanusi (Annisa, 2023:25) Validity test is used to measure whether an instrument (questionnaire) used in data collection is valid or not. A questionnaire is said to be valid if the

questions on the questionnaire are able to reveal something, to measure whether the questionnaire is valid or not, namely comparing r table with r count.

2) Reliability Test

According to Sugiyono (Annisa, 2023:26) states that reliability is a tool for measuring a questionnaire which is an indicator of change. The questionnaire is said to be reliable or reliable if the respondent's answer to the question is consistent or stable over time. A good coefficient value is above 0.6 or more, so the variable is said to be reliable.

b. Classical Assumption Test

1) Multicollinearity Test

Multicollinearity test according to Ghozali (Annisa, 2023:31) aims to test whether the regression model found a correlation between independent variables. In this research technique to detect the presence or absence of multicollinearity in the regression model can be seen to have a Variance Inflation Factor (VIF) value, below 5 or 10.

2) Heteroscedasticity Test

According to Ghozali (Annisa, 2023:31) Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the residual variance from one observation to another is constant, it is called Homoskesdatisitas and if it is different it is called Heteroscedasticity with a sig value greater than the Alpha value of 5% or the tcount value is smaller than the t table.

3) Normality Test

Normality test according to Ghozali (Annisa, 2023:30) aims to determine whether each variable is normally distributed or not. The data normality test can be done using the One Sample Kolmogorov Smirnov test, which is provided that if the significance value is above 5% or 0.05, the data has a normal distribution. Meanwhile, if the One Sample Kolmogorov Smirnov test results produce a significant value below 5% or 0.05 then the data does not have a normal distribution. According to Mehta, C.R., et al (Annisa, 2023: 30) in the IBM SPSS 2.5 program in testing it has three equations, it can use extract P-values, monte carlo P-values and asymptotic P-values. Of these three tests, one was conducted using monte carlo in this study.

c. Multiple Linear Regression Analysis

According to Sugiyono (Annisa, 2023:26) defines multiple linear analysis as regression which has one dependent variable and two or more independent variables. Multiple Linear Regression Analysis is used to analyze, measure the influence of the independent variable on the dependent variable.

d. Hypothesis Test

1) F Test (Simultaneous Test)

According to Sanusi (Annisa, 2023:27) the value used to perform the F test is the calculated F value resulting from the formula. A significant F test indicates that the variation in the related variables explained by a percentage by the independent variables together is really real and does not occur by chance. The F test is a one-tailed / side test which is a simultaneous test by testing the effect of the overall variables on the dependent variable.

2) T Test (Partial Test)

According to Sanusi (Annisa, 2023:28) the significance test of each regression coefficient is needed to determine whether the influence of each independent variable on the dependent variable is significant or not. Partial significant tests are used to test the research hypothesis. The value used to test is the tcount value. The t test is a partial test to test the effect of the independent variable partially on the dependent variable.

e. Determinant Coefficient Analysis (R²)

According to Sanusi Sanusi (Annisa, 2023:29) the coefficient of determination (R^2) is used to measure how much the independent variable affects the dependent variable expressed in percentage. The ability of the model to apply the variance of the dependent variable. By looking at the Adjusted (R^2) value, trying to correct R Square to approach the determination of the best regression model

4. RESULTS AND ANALYSIS

a. Instrument Test

1) Validity Test

The validity test will show the extent to which the measuring instrument can test the feasibility of the research questionnaire statement items with a significant level (α) = 5% and the degree of freedom (df) = n-2. Based on the sample, a value of 40-2 = 38 was obtained with a table r value of 0.312. So that it can be declared valid, if r count is greater than r table.

Table 1. Validity Test Results

Variable	Indicator	r count	r table	Sig	Description
Brand Image (X1)	X1.1	0,811	0,312	0,000	Valid
	X1.2	0,840	0,312	0,000	Valid
	X1.3	0,745	0,312	0,000	Valid
	X1.4	0,729	0,312	0,000	Valid
	X1.5	0,716	0,312	0,000	Valid
Packaging (X2)	X2.1	0,740	0,312	0,000	Valid
	X2.2	0,808	0,312	0,000	Valid
	X2.3	0,727	0,312	0,000	Valid
	X2.4	0,701	0,312	0,000	Valid
	X2.5	0,810	0,312	0,000	Valid
Promotion (X3)	X3.1	0,694	0,312	0,000	Valid
	X3.2	0,804	0,312	0,000	Valid
	X3.3	0,883	0,312	0,000	Valid
	X3.4	0,862	0,312	0,000	Valid
Purchase Decision (Y)	Y1.1	0,644	0,312	0,000	Valid
	Y1.2	0,847	0,312	0,000	Valid
	Y1.3	0,741	0,312	0,000	Valid
	Y1.4	0,884	0,312	0,000	Valid

Source: Primary Data, 2024

Based on this table, it can be seen that all variables used in this study are declared valid or feasible as research instrument tools. And this can be proven because the value of r count > r table.

2) **Reliability Test**

Reliability test in this study by calculating Cronbach's Alpha from each statement item in a variable. With the test criteria, namely if an instrument has a Cronbach's Alpha value of 0.6 or more, it can be declared that the instrument is reliable. But if on the contrary Cronbach's Alpha <0.6 then the variable is not reliable.

Table 2. Reliability Test Results

No	Variable	*Cronbach's Alpha*	Description
1	Brand Image (X1)	0,826	Reliabel
2	Packaging (X2)	0,813	Reliabel
3	Promotion (X3)	0,829	Reliabel
4	Purchase Decision (Y)	0,782	Reliabel

Source: Primary Data, 2024

Based on this table, it can be stated from the reliability test results that all variables show that each variable produces a different Cronbach's Alpha value and the Cronbach's Alpha value is above 0.6, so all variables are declared reliable.

b. **Classical Assumption Test**

1) **Multicolonierity Test**

This multicollinearity test is used to determine whether the regression model found a correlation between the independent variables. Multicollinearity is tested by calculating the VIF (Variance Inflation Factor) value below 5 or 10. The following are the results of the Multicollinearity Test test:

Table 3. Multicolonierity Test Results

Variable	Tolerance	VIF	Description
Brand Image (X1)	0,826	1,211	Non Multikolinieritas
Packaging (X2)	0,985	1,015	Non Multikolinieritas
Promotion (X3)	0,815	1,228	Non Multikolinieritas

Source: Primary Data, 2024

From the test results that the entire regression model used does not occur multicollinearity. Because the VIF value of each Independent variable is not more than the value of 10 and Tolerance is above 0.1.

2) Heteroscedasticity Test

According to Ghozali (Annisa, 2023:31) Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another observation is constant, it is called Homoskesdatisitas and if it is different it is called Heteroscedasticity with a sig value greater than the Alpha value of 5%. The test results are shown in the following table:

Table 4. Heteroscedaticity Test Results

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*sig*
	B	*Std. Error*	Beta		
(*Constant*)	- 0,008	1,783		-0,005	0,996
Brand Image (X1)	0,028	0,028	0,073	0,411	0,684
Packaging (X2)	0,072	0,058	0,202	1,236	0,225
Promotion (X3)	- 0,062	0,073	- 0,151	-0,839	0,407

Source: Primary Data, 2024

From the test results in the table above, it is known that all variables consisting of Brand Image (X1), Packaging (X2), Promotion (X3) variables do not experience heteroscedasticity, because the significance probability value is above 0.05 or 5%.

3) Normality Test

The normality test according to Ghozali (Annisa, 2023:30) aims to determine whether each variable is normally distributed or not. If a variable is not normally distributed, the statistical test results will decrease. The data normality test can be done using the One Sample Kolmogorov Smirnov test, which is provided that if the significance value is above 5% or 0.05, the data has a normal distribution.

According to Mehta, C.R., et al (Annisa, 2023:30) there is an IBM SPSS 2.5 program in testing which has three equations, can use extract P-values, monte carlo P-values and asymptotic P-values, of these three tests can use all of them. Most studies use the asymptotic equation in testing the normality of data, but the equation has several weaknesses that make the data results abnormal. Therefore, besides using the asymptotic equation, one of them can use monte carlo.

Table 5. Normality Test Results

			Unstandardized Residual
N			40
Normal Parameters	Mean		0,0000000
	Std. Deviaion		1,59289052
Most Extreme Differences	Absolute		0,112
	Positive		0,112
	Negative		-0,111
Test Statistic			0.112
Asymp, Sig. (2-tailed)			0,200
Monte Carlo Sig. (2-tailed)	Sig		0,655
	99% Confidence Interval	Lower Bound	0,643
		Upper Bound	0,667

Source: Primary Data, 2024

Based on the results of the normality test above using the one sample Kolmogorov-smirnov test with the Monte Carlo Technique, the Sig value of 0.200 is above 0.05 and means that the data can be said to be normal.

c. Multiple Linear Regression Analysis

Multiple Lineier Regression testing is carried out to test the hypothesis, determine the level of influence of the independent variables, namely Brand Image (X1), Packaging (X2) and Promotion (X3) on the dependent variable, namely Purchasing Decisions (Y).

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficient		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	2,134	2,757		0,774	0,444
Citra Merek	0,175	0,107	0,209	1,636	0,111
Packaging	0,166	0,090	0,216	1,850	0,073
Promosi	0,482	0,114	0,545	4,241	0,000

Source: Primary Data, 2024

$Y = (2,134) + 0.175X1 + 0.166X2 + 0.482X3 + ei$

From the multiple linear regression equation above, it can be interpreted as follows:

a. $\beta0 = 2.134$ is the intersection point between the regression line and the Y axis, located at point 2.134.

b. $\beta1 = 0.175$ which is the regression coefficient of Brand Image (X1) has a positive effect on Purchasing Decisions (Y). meaning that when Brand Image (X1) has one increase, it will increase Purchasing Decisions (Y) by 0.175.

c. $\beta2 = 0.166$ which is the Packaging (X2) regression coefficient has a positive effect on Purchasing Decisions (Y). meaning that when Packaging (X2) has one increase, it will increase Purchasing Decisions (Y) by 0.166.

d. $\beta3 = 0.482$ which is the regression coefficient of Promotion (X3) has a positive effect on Purchasing Decisions (Y). This means that when Promotion (X3) has one increase, it will increase the Purchasing Decision (Y) by 0.482.

e. ei = Confounding variable

d. Hypothesis Test

1) F Test (Simultaneous Test)

The F test is used to determine the effect of independent / independent variables (Brand Image, Packaging and Promotion) on the dependent / dependent variable (Purchase Decision) together there is a linear relationship.

Table 7. F Test Results (Simultaneous Test)

Model	Sum OfSquare	Df	Mean Square	F	Sig
Regeression	105,020	3	35,007	12,736	0,000
Residual	98,955	36	2,749		
Total	203,975	39			

a. Dependent Variable : Purchase Decision (Y)

b. Predictors : (Constant), Brand Image (X1), Packaging (X2), Promotion (X3)

Source: Primary Data, 2024

Based on the results of the F test, H0 is rejected because F hitung > F tabel, namely 12.736 > 2.866 with a significant value of 0.000 < 0.05, meaning that Brand Image, Packaging and Promotion simultaneously occur linear relationships or have a significant influence on Purchasing Decisions for King Oseg Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

2) t Test (Partial Test)

The t test aims to determine the partial effect of each variable Brand Image (X1), Packaging (X2) and Promotion (X3) on Purchasing Decisions (Y).

Table 8. t Test Results (Partial Test)

Model	Unstandardized Coefficient		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	2,134	2,757		0,774	0,444
Citra Merek	0,175	0,107	0,209	1,636	0,111
Packaging	0,166	0,090	0,216	1,850	0,073
Promosi	0,482	0,114	0,545	4,241	0,000

Source: Primary Data, 2024

From the t test (partial test) above, it can be interpreted as follows:

a) Brand image variable, it is stated that t count (1.636) < t table (2.028) and the significance level is 0.111> 0.05 then H0 is accepted. Because t count < t table, it can be concluded that the Brand Image variable (X1) partially has no effect and is not significant on Purchasing Decisions (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

b) Packaging variable, it is stated that t count (1.850) < t table (2.028) and the significance level is 0.073 > 0.05, so H0 is accepted. Because t count < t table, it can be concluded that the Packaging (X2) variable partially has no effect and is insignificant to the Purchase Decision (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

c) Promotion variable, it is stated that t count (4,241) > t table (2,028) and the significance level is 0.000 < 0.05, so H0 is rejected. Because t count> t table, it can be concluded that the Promotion variable (X3) partially has a positive and significant effect on Purchasing Decisions (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi.

e. Analysis of the Coefficient of Determination (R²)

The coefficient of determination R^2 is used to determine how much the percentage of the influence of the Independent variable (Brand Image, Packaging and Promotion) on the dependent variable (Purchase Decision).

Table 9. Results of Determination Coefficient Analysis (R²)

Model	R	R Square	Adjust R Square	Std. Error of theEstimate
1	0,718	0,515	0,474	1.658

Source: Primary Data, 2024

Based on the results of the regression calculation in the table above, it can be seen that the coefficient of determination (Adjust R Square) obtained is 0.474 or 47.4%. This means that 47.7% of purchasing decisions can be explained by independent variables including Brand Image (X1), Packaging (X2) and Promotion (X3), while the remaining 52.3% is likely to be explained by other independents that are not included in this study.

Discussion

The Effect of Brand Image (X1), Packaging (X2), and Promotion (X3) on Purchasing Decisions (Y)

Based on the results of data processing analysis using the help of the SPSS version 2.5 program, regarding the effect of brand image, packaging, and promotion simultaneously has a positive and significant effect on purchasing decisions for King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. This means that consumers of King Oseng Mineral Water products consider that their strength lies in the brand's ability to create a distinctive impression in the minds of customers, in encouraging repeat purchases, and creating awareness and preference.

This can be achieved through innovation in packaging design to increase product safety and attractiveness, as well as through attractive promotions to expand product recognition in increasing sales. Because promotion is an important element in communicating product advantages, persuading consumers, and influencing purchasing decisions. The results of this study are in line with previous research by Azhari & Fachry (2020) with the title "The Effect of Brand Image and Promotion on Purchasing Decisions for Batik Karawang at Ramayana Mall, Karawang". Shows that there is an influence of brand image on purchasing

decisions, there is an influence of promotion on purchasing decisions, and there is an influence of brand image and promotion on purchasing decisions.

The effect of Brand Image (X1) on Purchasing Decisions (Y) partially

Based on the results of testing the Brand Image hypothesis (H2) partially has no effect and is not significant on Purchasing Decisions. This means that the brand image of King Oseng Mineral Water is not effective in introducing the product clearly and is less able to build consumer trust, which causes consumers to not be interested in buying the product. Due to the lack of consumer understanding of King Oseng Mineral Water products, consumers are more interested in other brands such as Oemboel, Vega, and Queen as similar competitors in the market area. Therefore, company efforts are needed to increase consumer understanding of King Oseng Mineral Water products. Its strength lies in the brand's ability to create a distinctive impression in the minds of customers, to encourage repeat purchases, and to create awareness and preference. Especially as a new company, to strengthen the brand image, it can increase innovation both through King Oseng Mineral Water packaging design and product quality improvement.

Better product innovation can increase purchasing decisions for King Oseng Mineral Water. Companies can conduct market research to identify consumer trends and preferences, such as creating innovation strategies, developing new products or improving existing products. The results of this study are reinforced by previous research conducted by Sumarsono & Santoso (2019) entitled "The Influence of Brand Image, Product Quality, and Product Design on Purchasing Decisions on Batik Mukti Products." The results of the Brand Image research have no effect and are not significant on purchasing decisions for Batik Mukti Rahayu Products. This is not in line with research conducted by Research conducted by Research conducted by Miati (2020) entitled "The Effect of Brand Image on Purchasing Decisions for Deenay Veils (Study on Gea Fashion Banjar Consumers)". It is known that brand image partially has a significant effect on purchasing decisions. However, the results of this study indicate that brand image has no effect and is not significant on purchasing decisions for King Oseng Mineral Water products.

The effect of Packaging (X2) on Purchasing Decisions (Y) partially

Based on the results of testing the Packaging hypothesis (H3) partially has no effect and is not significant on Purchasing Decisions. This is because the King Oseng logo design is considered smaller than similar products such as Vega, and Queen. The company can evaluate the logo design, by enlarging or improving the logo so that it is more striking and easily recognizable by consumers. In addition, comparisons to straw products tend to have a smaller size. The company can conduct consumer research to understand customer preferences regarding straw size. In overcoming differences in straw size, companies can also look for ways to improve production efficiency or optimize raw materials.

The results of this study are reinforced by previous research conducted by Fadillah and Saroh (2019) entitled "The Effect of Product Quality, Brand Image, and Packaging on Purchasing Decisions (Study on Beauty Rossa Beauty Clinic Consumers Jalan Terusan Candi Mendut No M-2, Malang City)". The results showed that packaging partially had no influence and was not significant to purchasing decisions. This is not in line with research conducted by Nurfauzi et al., (2022) entitled "The Effect of Packaging and Product Quality on Purchasing Decisions (Survey on Consumers of Sale Ambon Products Mrs. Ooh Cipatujah Tasikmalaya Regency)", it is known that packaging partially has a significant effect on purchasing decisions. However, the results of this study indicate that packaging has no effect and is not significant on purchasing decisions for King Oseng Mineral Water products.

The effect of Promotion (X3) on Purchasing Decisions (Y) partially

Based on the results of testing the Promotion hypothesis (H4) partially has a positive and significant effect on Purchasing Decisions. This means that consumers of King Oseng Mineral Water products believe that promoting this product can improve its image and popularity in society. Promotion has the aim of introducing products, influencing consumers, and building relationships with consumers. Thus, consumers will be more interested in buying King Oseng brand drinking water in increasing purchasing decisions. Promotion optimization has a positive impact on purchasing decisions for Bottled Mineral Water (AMDK), especially in the context of promotional time which plays an important role. A quick response from the company to product outages can increase purchasing decisions, strengthen bonds with consumers, and create positive experiences, especially when direct sales interact with consumers to encourage repeat purchases.

A promotional strategy that is sustainable and responsive to consumer needs creates an environment that supports positive decisions towards King Oseng mineral water. The more intensive the promotion, the more likely consumers are to choose the King Oseng brand of bottled water. Given the important role of promotion in purchasing decisions, companies need to continue to increase innovation in promotions to attract consumers and increase purchasing decisions for King Oseng Mineral Water products. The results of this study are proven to be in line with previous research conducted by Azhari & Fachry (2020) with the title

"The Effect of Brand Image and Promotion on Purchasing Decisions for Batik Karawang at Ramayana Mall, Karawang". The results show that the promotion variable has a significant effect on purchasing decisions.

5. CONCLUSION

Based on the results of research that has been conducted on the influence of Brand Image, Packaging, Promotion on Purchasing Decisions for King Oseng Mineral Water at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi can conclude that:

a. The calculation results of the Brand Image variable are obtained, because t count < t table, it can be concluded that the independent variable Brand Image (X1) partially has no effect and is not significant to the Purchasing Decision (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. Due to the lack of consumer understanding of King Oseng Mineral Water products, consumers are more interested in other brands such as Oemboel, Vega, and Queen as similar competitors. Therefore, company efforts are needed to increase consumer understanding of King Oseng Mineral Water products. Its strength lies in the brand's ability to create a distinctive impression in the minds of customers, in encouraging repeat purchases, and creating awareness and preference. Especially as a new company, to strengthen the brand image by increasing innovation both through King Oseng Mineral Water packaging design and improving product quality. Better product innovation can increase purchasing decisions for King Oseng Mineral Water. Companies can conduct market research to identify consumer trends and preferences, such as creating innovation strategies, developing new products or improving existing products.

b. The results of the calculation of the Packaging variable obtained that t count < t table can be concluded that the independent variable Packaging (X2) partially has no effect and is not significant to the Purchase Decision (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. This is because the King Oseng logo design is considered smaller than similar products such as Vega, and Queen. The company can evaluate the logo design, by enlarging or improving the logo to make it more striking and easily recognizable by consumers. In addition, comparisons to straw products tend to have a smaller size. The company can conduct consumer research to understand customer preferences regarding straw size. In overcoming the difference in straw size, companies can also look for ways to improve production efficiency or optimize raw materials.

c. The results of the calculation of the Promotion variable obtained that t count > t table can be concluded that the independent variable Promotion (X3) partially has a positive and significant effect on Purchasing Decisions (Y) of King Oseng Mineral Water products at CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi. King Oseng Mineral Water product companies should consistently maintain and pay attention to the promotions used to support and introduce products widely. CV. Maju Terus Bahagia Sejahtera Sentosa Banyuwangi itself should be able to utilize and make Promotion as a marketing strategy material to introduce products. In addition to choosing the right promotion and modifying various packaging, this can indirectly improve the Brand Image of the product itself. And consumer behavior patterns should be the main thing that needs attention to know what consumers need.

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