

**THE INFLUENCE OF ADVERTISING ATTRACTIVENESS, PRODUCT QUALITY, BRAND IMAGE  
ON PURCHASING DECISIONS AND CUSTOMER LOYALTY IN PEKANBARU COMMUNITY  
PURCHASING LE MINERALE WATER**

**Ade Erna Sari Gea<sup>1</sup>, Stefani Chandra<sup>2\*</sup>, Kayla Sukma<sup>3</sup>, Yutiandry Rivai<sup>4</sup>**

Institut Bisnis dan Teknologi Pelita Indonesia

Email: [adeernasarigea@gmail.com](mailto:adeernasarigea@gmail.com)<sup>1</sup>, [Stefani.chandra@lecturer.pelitaindonesia.ac.id](mailto:Stefani.chandra@lecturer.pelitaindonesia.ac.id)<sup>2\*</sup>,  
[kaylasukma53@gmail.com](mailto:kaylasukma53@gmail.com)<sup>3</sup>, [yutiandry.rivai@lecturer.pelitaindonesia.ac.id](mailto:yutiandry.rivai@lecturer.pelitaindonesia.ac.id)<sup>4</sup>

\*correspondence author

**ABSTRACT**

The purpose of this research is to determine the influence of advertising attractiveness, product quality, brand image on purchasing decisions and customer loyalty when purchasing Le Minerale water for the Pekanbaru community. The population in this research is consumers of Le Minerale Water in Pekanbaru City, the exact number of which is not known. So this research took the number of respondents to be 150 respondents for research. The sampling technique used was purposive sampling. Data analysis used multiple linear regression analysis. The results of this research explain that advertising attractiveness has a positive and significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, advertising attractiveness has a positive and insignificant influence on customer loyalty, product quality has a positive and insignificant influence on customer loyalty, brand image has a positive and significant influence on Customer Loyalty, Purchasing Decisions have a positive and significant influence on Customer Loyalty.

**Keywords:** Advertising Attractiveness, Product Quality, Brand Image, Purchasing Decisions, Customer Loyalty

## INTRODUCTION

According to (Savannah, 2014) Marketing Management is the analysis, planning, implementation and supervision of activities aimed at exchanging goods and services with the target market with the aim of achieving organizational or company goals.

Water is a very important ingredient in life. Every activity of life is very dependent on water. One of them is the need for drinking water. In general, what can be known by the public is that water that is suitable for consumption is that which is colorless and tasteless. If reviewed scientifically, water that is suitable and good for consumption if the water meets the standards of water quality parameters, namely physics, chemistry and biology. Among them are temperature, pH, color analysis, COD and BOD.

Generally, the water consumed by people in the Pekanbaru area comes from groundwater. According to (Candra et al., 2019), it is estimated that 70% of the population's clean water needs and 90% of industrial water needs come from groundwater. The role of groundwater is increasingly important because groundwater is the main source of water to meet the basic needs of many people's lives (common goods). However, the soil structure in Riau Province is dominated by peat soil where peat has a very high acidity level (pH), which is between 3-4, while water that is suitable for consumption has a neutral acidity level, which is 6.5-7.5. The dominant water in Riau Province is not suitable for consumption which can endanger the health of those who consume it even though water is the most important thing for survival. Therefore, many companies engaged in drinking water producers offer their products with a guarantee that they have met good water quality standards and are suitable for consumption. This creates massive competition in the drinking water producer company. To increase the public's attractiveness to its products, the company must be able to display innovations that can attract the public.

Interest in food and beverage products has been increasing lately, driven by people's habits to live healthier and increase drinking water consumption. At this time, mineral bottled water is also increasing and developing and so there are many brands of mineral water that are circulating in every place of sale, both brands Ades, Aqua, Le minerale, vit etc. From the many products that have emerged in every shopping center that are quite diverse in types of mineral water brands, it can be said that every need of people who consume mineral water is different. Thus, Le Minerale, a brand of bottled drinking water produced by PT. TIRTA FRESINDO JAYA, a subsidiary of MAYORA, has many advantages. One of them is hygienic because it is made directly from selected spring water sources, the combination of minerals is safe for the body, and using Le Minerale has a pH range between 7.2 and 7.7, protects essential mineral content, and has a distinctive freshness characterized by a slightly sweet taste. In addition, its affordable price is another advantage..Le Minerale was present in Indonesian society in 2015, although it is quite new, Le Minerale was able to exist in the beverage industry. Here are the results of bottled water sales in Indonesia.

Based on pre-survey data conducted online via Google on Thursday, October 19, 2023 to Saturday, October 21, 2023, 37 respondents were obtained for several questions. Of the 37 respondents, 32.4% chose Le Minerale to consume bottled water, 56.8% sometimes consumed it, and 45.9% chose it because it was easy to find.

Purchasing decisions are a process where someone actually makes a purchase among the available choices because it suits their desires and needs.(Angela, 2021). Purchasing decisions are defined as the final process of a consumer's journey in choosing and purchasing a product. This process begins with the emergence of consumer needs or desires, then they seek information about the various products available, evaluate the choices, and make a decision to buy the product that best suits their criteria. Purchasing decisions are not only about choosing a product, but also about where and how the product is purchased. Consumers can buy products directly in stores, online, or through intermediaries. and also Companies need to understand the consumer purchasing decision-making process to develop effective marketing strategies.

Customer loyalty is the willingness of consumers to continue to subscribe to a company in the long term. This is indicated by the purchase and use of products or services repeatedly, even exclusively, and voluntarily recommending them to others. Customer loyalty is very important for companies because it can increase profits, reduce marketing costs, improve the company's image, and strengthen competitiveness.

Based on the top brand index, the Le Minerale brand of bottled water in 2020 was (6.1%) and experienced a decline in 2021 (4.6%) and experienced a significant increase in 2022 (12.5%) which placed the Le Minerale product as the bottled water brand ranked 2nd after Aqua.. Data on the percentage of bottled water for several brands shows variation from 2020 to 2023. The AQUA brand experienced a significant decrease in water percentage from 61.5% in 2020 to 55.10% in 2023. This decrease may be due to efforts to improve the taste or nutrient concentration in their products. ADES also experienced a fairly steady decrease from 7.8% in 2020 to 5.30% in 2023. This change may be a strategy to reduce water content and focus on other more nutritious ingredients. On the other hand, LE MINERALE experienced a significant jump from 6.1% in 2020 to 14.50% in 2023. This increase may be related to the increasing demand for pure mineral water without any additional

ingredients. CLEO and CLUB also showed little variation in their water percentages over the period, which may reflect consistency in their product formulations. These changes in water percentages may be influenced by various factors, including market demand, product innovation, and marketing strategies of each brand. This shows that the packaged beverage industry continues to adapt to consumer preferences and market competition to remain relevant and attractive to consumers.

Study previously concluded that Advertising Attractiveness has a significant effect on Customer Loyalty, but this is different from previous research by (Tehuayo, 2021) stated that the attractiveness of advertising does not affect customer loyalty. Furthermore, according to (Widyana et al., 2019) states that the attractiveness of advertising has a positive and significant effect on purchasing decisions and according to previous research by (Kasman, 2023) stated that the attractiveness of advertising does not have a significant effect on purchasing decisions. According to the results of previous research by (Sundalangi et al., 2014) concluded that the attractiveness of advertising has a significant effect on customer loyalty but is different from previous research by (Tehuayo, 2021) stated that the attractiveness of advertising does not affect customer loyalty. Furthermore, according to (Widyana et al., 2019) states that the attractiveness of advertising has a positive and significant effect on purchasing decisions and according to previous research by (Kasman, 2023) stated that the attractiveness of advertising does not have a significant effect on purchasing decisions. According to Tjiptono & Chandra (2017, p.231) explains that a product is something offered to consumers that can be in the form of goods or services to meet the needs and desires of customers which can then be used or felt by customers. In other words, product quality is not only about the physical product, but also about the experience that customers get when using the product. High-quality products will provide satisfaction to customers and increase their loyalty to the company. This will ultimately increase profits for the company. According to the results of previous research by (Jacob et al., 2018) stated that product quality has no effect on customer loyalty, but this is different from previous research by (Nyonyie et al., 2019) states that Product Quality has an effect on customer loyalty. To strengthen according to previous research by (Muangsal, 2019) states that product quality has a positive and significant effect on purchasing decisions and according to previous research by (Farisi, 2018) states that product quality has no significant effect on purchasing decisions. Brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Kotler and Keller, 2016:27). Brand image is an association that appears in the consumer's mind when remembering a particular brand. Meanwhile, according to Setiadi (2012:180), brand image is a representation of the overall perception of the brand, and is formed from information and past experiences with the brand. According to previous research results by (Miati, 2020) and (Wulandari & Iskandar, 2018) proves that brand image has a significant influence on purchasing decisions, which is different from research (Azahari & Hakim, 2021) proves that brand image has a negative effect on purchasing decisions and in research (Wowor et al., 2021) proves that brand image partially has no significant effect on purchasing decisions. And in the research (Ramadan, 2020), (Dewi Kurniawati, 2014), (Merinda & Satrio, 2016), and (Lesmana & Putri, 2017) proves that brand image has a positive and significant effect on customer loyalty and in research (Hengestu & Iskandar, 2017) it is proven that brand image has a significant effect on customer loyalty, different from research (Setiani Prastiwi & Rizal Rivai, 2022) proves that brand image does not have a significant effect on customer loyalty.

By referring to the concept of advertising appeal, product quality and brand image on purchasing decisions and customer loyalty in purchasing Le Minerale water for the people of Pekanbaru conducted by previous researchers, this researcher attempts to test the concept of advertising appeal, product quality and brand image on purchasing decisions and customer loyalty in purchasing Le Minerale water for the people of Pekanbaru by taking the research object in Pekanbaru City. The research variables that will be observed in this study are advertising appeal, product quality and brand image on purchasing decisions and customer loyalty in purchasing Le Minerale water for the people of Pekanbaru where the selection of these variables is based on previous studies that still show a research gap and the need for further empirical studies. For this reason, it is necessary to determine the purpose of this study to determine the effect of advertising appeal, product quality and brand image on purchasing decisions and customer loyalty in purchasing Le Minerale water for the people of Pekanbaru.

## LITERATURE REVIEW

### The Relationship Between Advertising Appeal and Purchasing Decisions of Le Minerale in Pekanbaru

Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. Advertising can also be defined as any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that is paid for. (Suharto et al., 2016) defines advertising as an indirect persuasion process, which is based on information about the advantages of a product that is arranged in such a way as to create a pleasant feeling that will change people's minds to take action or purchase so that according to the author, what is meant by advertising here is an activity used by a person or group of people to influence and direct the minds of others to a goal.

In the study (Kasman, 2023) it was proven that the attractiveness of advertising has a positive and significant effect on purchasing decisions and in the study (Ramadhani & Masitoh, 2019) it was proven that the attractiveness of advertising has a significant effect on purchasing decisions and in the study (Kuwat Riyanto and Suriyanti, 2021) it was proven that the attractiveness of advertising has a significant partial effect on purchasing decisions.

**H1:** Advertising Attraction Has a Positive Influence on Le Minerale Purchasing Decisions in Pekanbaru

### **The Relationship Between Product Quality and Purchasing Decisions of Le Minerale in Pekanbaru**

Product quality is defined as the ability of a product to perform its functions, such as durability, reliability, and accuracy, obtained through use. Quality is very important to make products known and trusted by the wider community. Improving quality is the first step to improving purchasing decisions. Both products and services.

In the study (Muangsal, 2019) it was proven that product quality has a significant and positive effect on purchasing decisions and in the study (Laila & Sudarwanto, 2018) it was proven that product quality has a negative and insignificant effect on purchasing decisions and in the study (Ernawati, 2019) it was proven that product quality has a positive and significant effect on purchasing decisions and in the study (Sejati, 2016) it was proven that product quality has a significant and positive effect on purchasing decisions and in the study (Syafitri & Wahyuningsih, 2014) it was proven that product quality has a positive and significant effect on purchasing decisions.

**H2:** Product Quality Has a Positive Influence on Le Minerale Purchasing Decisions in Pekanbaru

### **The Relationship Between Brand Image and Purchasing Decisions of Le Minerale in Pekanbaru**

Brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Kotler and Keller, 2016:27). Brand image is also a result of a consumer's view or perception of a particular brand, which is based on consideration and comparison with several other brands, on the same type of product. Brand image shows an accurate perception of a brand itself. And in research (Miati, 2020) and (Wulandari & Iskandar, 2018) prove that brand image has a significant effect on purchasing decisions in contrast to research (Azahari & Hakim, 2021) which proves that brand image has a negative effect on purchasing decisions and in research (Wowor et al., 2021) proves that brand image partially has no significant effect on purchasing decisions.

**H3:** Brand Image Has a Positive Influence on Le Minerale Purchasing Decisions in Pekanbaru

### **The Relationship Between Advertising Appeal and Le Minerale Customer Loyalty in Pekanbaru**

Advertisement is an information media that is made in a certain way to attract customers. It has persuasive features that encourage customers voluntarily to act as advertisers want. Companies not only have to make good products, but they also have to tell customers about the benefits of their products and carefully place them in the minds of customers.

In the study (Jeklin et al., 2016) it was proven that the attractiveness of advertising has an effect on customer loyalty and in the study (Paramananda & Satria Pramudana, 2015) it was proven that the attractiveness of advertising has a positive and significant effect on customer loyalty and in the study (Widyana et al., 2019) it was proven that the attractiveness of advertising has a positive and significant effect on customer loyalty.

**H4:** Advertising Attraction Has a Positive Influence on Le Minerale Customer Loyalty in Pekanbaru

### **Relationship of Product Quality to Le Minerale Customer Loyalty in Pekanbaru**

The better the product quality and the quality of the products offered to customers will be able to grow customer loyalty to the products offered. Customer loyalty is considered a major factor in determining sales levels, and many businesses use this method to increase their sales.

In the study (Kukuh Familiar, 2015) it was proven that product quality has an effect on customer loyalty and in the study (Rqdog et al., 2014) it was proven that product quality has no significant effect on customer loyalty and in the study (Rossitya Dwi Setyawardani, 2021) it was proven that product quality has a significant effect on customer loyalty and in the study (Dewi & Budiarti, 2021) it was proven that product quality has a positive and significant effect on customer loyalty and in the study (Kukuh Familiar, 2015) it was proven that product quality has an effect on customer loyalty.

**H5:** Product Quality Has a Positive Influence on Le Minerale Customer Loyalty in Pekanbaru

### **The Relationship Between Brand Image and Customer Loyalty of Le Minerale in Pekanbaru**

Brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Kotler and Keller, 2016:27). Brand image is also a result of a consumer's view or perception of a particular brand, which is based on consideration and comparison with several other brands, on the same type of product. Brand image shows an accurate perception of a brand itself. And in research (Ramadhan, 2020), (Dewi Kurniawati, 2014), (Merinda & Satrio, 2016), and (Lesmana & Putri, 2017) prove that brand image (Merinda &

Satrio, 2016) has a positive and significant effect on customer loyalty and in research (Hengestu & Iskandar, 2017) proves that brand image has a significant effect on customer loyalty in contrast to research (Setiani Prastiwi & Rizal Rivai, 2022) proves that brand image does not have a significant effect on customer loyalty.

**H6: Brand Image Has a Positive Influence on Le Minerale Customer Loyalty in Pekanbaru**

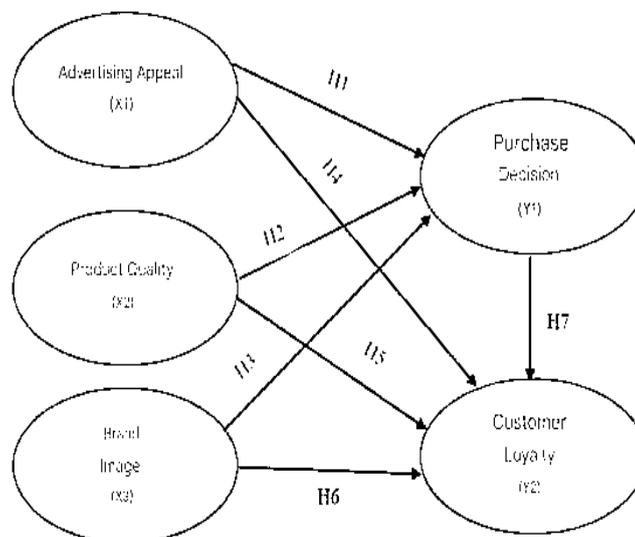
#### Relationship of Purchasing Decisions to Customer Loyalty at Le Minerale in Pekanbaru

Purchasing decisions according to (Nurmayanti, 2016) can be interpreted as the selection of two or more alternative purchasing decision choices. This means that before making a purchase, someone has several alternative choices available, so he must choose one of them. According to Kotler & Armstrong (2008), purchasing decisions are buying the most preferred brand from the various alternatives available, but two factors can be between purchasing intentions and purchasing decisions. The first factor is the attitude of others and the second factor is the situational factor. And in the study (Diansyah & Putera, 2017) it is proven that purchasing decisions have a positive effect on customer loyalty and in the study (Sampurno, 2015) it is proven that purchasing decisions have a positive effect on customer loyalty and in the study (Rahmani, 2022) it is proven that purchasing decisions have a negative and insignificant effect on customer loyalty and in the study (Yunita, 2012) it is proven that purchasing decisions have an effect on customer loyalty and in the study (Rejeki et al., 2015) it is proven that purchasing decisions have a direct and significant effect on customer loyalty and in the study (Nurjaya et al., 2022) it is proven that purchasing decisions have a significant effect on customer loyalty.

**H6: Purchasing Decisions Have a Positive Influence on Le Minerale Customer Loyalty in Pekanbaru**

#### Framework

Based on previous theories and research, the relationship between advertising appeal, product quality, brand image on purchasing decisions and customer loyalty in purchasing Le Minerale water by the public in Pekanbaru can be seen in Figure 1:



**Figure 1. Framework of Thought**

## RESEARCH METHODS

### Population and Sample

Sugiyono, (2013) explains that population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The people of Pekanbaru City who have consumed Le Minerale mineral water whose number is unknown. Thus, because the total variables in this study are 5 variables consisting of 3 (three) independent variables and 2 (two) dependent variables, the number of samples used in this study is  $30 \times 5 = 150$ . Thus, the number of questionnaires that will be given to the people in Pekanbaru City is 150 respondents.

Furthermore, this study uses a non-probability sampling technique. According to Sugiyono, (2018) Non-probability sampling is a sampling technique that does not provide equal opportunities or chances to each member of the population when selected as a sample. The technique that will be used is accidental sampling, namely a determination technique that accidentally meets the researcher can be used as a sample, if viewed as a person who accidentally meets as a data source.

### Data Types and Sources

The types of data and sources collected and processed in this research consist of 2 types, namely: Primary data According to Sugiyono, (2016), primary data is data that is directly obtained from the source and given to the data collector or researcher. Simply put, the source of primary data is an interview with the research subject either through observation or direct observation. Examples of primary data are survey results, and the distribution of questionnaires to respondents. Secondary data According to Sugiyono, (2019) secondary data is a source that does not directly provide data to data collection. Secondary data is obtained from sources that can support research, including journals, articles, top brand data and websites.

### Operational Research Variables

According to Sugiyono, (2018), operational variables are attributes or properties or values of objects or activities that have certain variations that have been determined by researchers to be studied and then conclusions drawn. In this study, the independent variables are Advertising Attractiveness (X1) Product Quality (X2) and Differentiation (X3) which are the dependent variables (Y), namely variables that are influenced or that are the result of the independent variables. The dependent variables in this study are Consumer Loyalty (Y1) and Consumer Purchasing Decisions (Y2).

### Data Analysis Techniques

To achieve the previously stated objectives, the study used 2 types of analysis. The first analysis uses descriptive analysis to find out how each variable in the study is described. While the second analysis uses a questionnaire feasibility test where the tests used are validity and reliability.

### Path Analysis with PLS

In SEM PLS there are two research models, namely the measurement model or also called the outer model, and the structural model or also called the inner model. Measurement Model Fit (The measurement model can be tested with the values of Convergent Validity, Discriminant Validity and Composite Reliability), while Structural Model Fit (The structural model can be tested by looking at the values of VIF, R-square, Q-Square, F-Square and Path Coefficient).

## RESULT AND DISCUSSION

### Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
<b>Gender</b>	Man	69	46%
	Woman	81	54%
<b>Age</b>	<20 years	13	8.7%
	20 – 30 Years	113	75.4%
	31 – 40 Years	19	12.5%
	>40 Years	5	3.4%
<b>Work</b>	Students	49	32.7%
	Private employees	63	42.0%
	Businessman	25	16.7%
	Not yet working	7	4.7%
	Other	6	3.9%
<b>Purchase Intensity</b>	1-5 times	21	14.0%
	6-10 times	41	27.3%
	11-20 times	47	31.3%
	>20 times	41	27.3%

Source: Processed Researcher Data (2023)

Based on the data in table 1, it can be seen that the majority of respondents were male, which was 69 people. While the female respondents were 81 people. The large percentage of men in Pekanbaru can be caused by career choice preferences, available job opportunities, and public perceptions of gender roles in the engineering field.

Respondent characteristics by age show that respondents aged 20-30 years are the most 113 people with a percentage of 75.4%, then the gender with the most respondents is women as many as 81 people with a percentage of 54%, and the occupation with the most respondents is private employees 63 with a percentage of

42.0%. It can be concluded that the average age of Le Minerale consumers is private employees who have been working for a long time, while in terms of gender, the occupation in the field is more in demand by female workers, and the intensity of Le Minerale purchases is 11-20 times, which means that there are many fans of Le Minerale water.

### Descriptive Analysis

**Table 2 Respondent Characteristics**

Variables	Average	Information
Advertising Attraction	4.30	Very good
Product Quality	4.34	Very good
Brand Image	4.34	Very good
Buying decision	4.35	Very high
Customer Loyalty	4.32	Very high

Source: Researcher Processed Data (2023)

Based on table 2, it can be stated that the descriptive analysis of the variables can thus be interpreted that the respondents' responses to the Purchasing Decision variable for Le Minerale water are very good with an average value of 4.35.

### Validity Test

From the validity data, it shows that all indicators used to measure the variables in this study have a corrected item total correlation value above the critical value of 0.3. So the test results show that all indicators are declared valid, so that further testing can be carried out.

### Reliability Test

From the Reliability Test, it shows that all variables are declared reliable. This is because the cronbach's  $\alpha$  (alpha) value on each variable is greater than  $\alpha$  0.7.

### Analysis with Structural Equation Model Partial Least Square (PLS)

Inner model testing (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value of the path coefficient test. The higher the r-square value, the better the prediction model of the proposed research model. The path coefficients value indicates the level of significance in hypothesis testing.

### Outer Loading

Outer Loading From the indicators of Flexible Work, Career Development, Compensation, Motivation, and Research Performance, many have outer loading values  $> 0.7$ . According to Chin as quoted by Imam Ghozali, an outer loading value between 0.5 - 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading values are below 0.5, so all indicators are declared feasible or valid for use in research and can be used for further analysis.

### Outer Model

The outer model value or correlation between variables has met convergent validity because all variable indicators have a loading factor value  $> 0.50$ . Thus, it can be concluded that the convergent validity of all indicators is valid and worthy to be included in further analysis.

### Construct Reliability

**Table 3. Construct Reliability**

Variables	Cronbac'sAlpha ( $>0.7$ )	Composite reliability (CR)( $>0.7$ )	Reliability
Advertising appeal (X1)	0.771	0.799	Reliable
Product quality (X2)	0.812	0.857	Reliable
Brand Image (X3)	0.809	0.855	Reliable
Purchase decision (Y1)	0.777	0.843	Reliable

Variables	Cronbac'sAlpha (>0.7)	Composite reliability (CR)(>0.7)	Reliability
Customer loyalty (Y2)	0.777	0.844	Reliable

Source: Processed Data (2023)

From Table 3, the results of the variables are stated to be reliable if the Cronbac's Alpha value is greater than 0.7 (CR) > 0.7). Then, reliability is also indicated by Composite Reliability which is greater than 0.7 (CR) > 0.7). From table 3, it can be concluded that all variables have Chonbach's Alpha and Composite Reliability values greater than 0.7. This means that all variables in this study are reliable and can be continued to the next test results.

#### Multicollinearity Test

From Table 4, it can be seen that the results of the above tests indicate that all independent variables have a tolerance value greater than 0.1 and a VIF value less than 10 (Tolerance Value > 0.1 and VIF < 10). So it can be concluded that this study is good because all independent variables do not experience multicollinearity.

**Table 4 Multicollinearity Test**

Variable name	Buying decision	Customer Loyalty
Advertising appeal (X1)	3,037	3,332
Product quality (X2)	2,836	2,942
Brand Image (X3)	2,922	3,388
Purchase decision (Y1)		3,039
Customer loyalty (Y2)		

Source: Researcher Processed Data (2023)

#### Coefficient of Determination (R-Square)

**Table 5. Coefficient of Determination (R-Square)**

Endogenous Variables	R Square	R Square Adjusted
Buying decision	0.671	0.664
Customer loyalty	0.694	0.685

Source: Processed Data (2023)

From Table 5, it can be seen that the R-Square Adj value for the Purchase Decision variable (Y1) is 0.664. This means that the percentage of the influence of Advertising Appeal, Product Quality, Brand Image on Purchase Decisions is 66% while the remaining 34% is influenced by other factors not included in this model. Furthermore, the R-Square Adj value for the Customer Loyalty variable (Y2) is 0.685, which means that the percentage of Advertising Appeal, Product Quality, Brand Image on Customer Loyalty is 68% while the remaining 32% is caused by other factors not included in this model.

#### Relevant Redictive (Q2)

Predictive Relevance (Q2) for structural models, measures how well the observed values are generated by the model and also its parameter estimates. The Q2 value has the same meaning as the coefficient of determination (R-Square). The Q-Square value (Q2) > 0 indicates that the model has predictive relevance; conversely, if the value (Q2) < 0 indicates that the model has less predictive relevance; or in other words, where the higher the Q2 value, the model can be said to be more fit with the data. The consideration of the Q2 value can be done as follows:  $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_n^2) > Q^2 = 1 - (1 - 0.671)(1 - 0.671) > Q^2 = 1 - (0.4502)$  (0.4502)  $Q^2 = 0.697$ . From the calculation results, it is known that the Q2 value is 0.697, meaning that the magnitude of the diversity of the research data can be explained by the structural model developed in this study by 69.7%. Based on these results, the structural model in this study can be said to have a good model.

#### Effect Size (F-Square)

**Table 6 Effect Size (F-Square)**

	Buying decision	Customer Loyalty
Advertising appeal (X1)	0.097	0.009
Product quality (X2)	0.037	0.010
Brand Image (X3)	0.159	0.125

Source: Processed Data (2023)

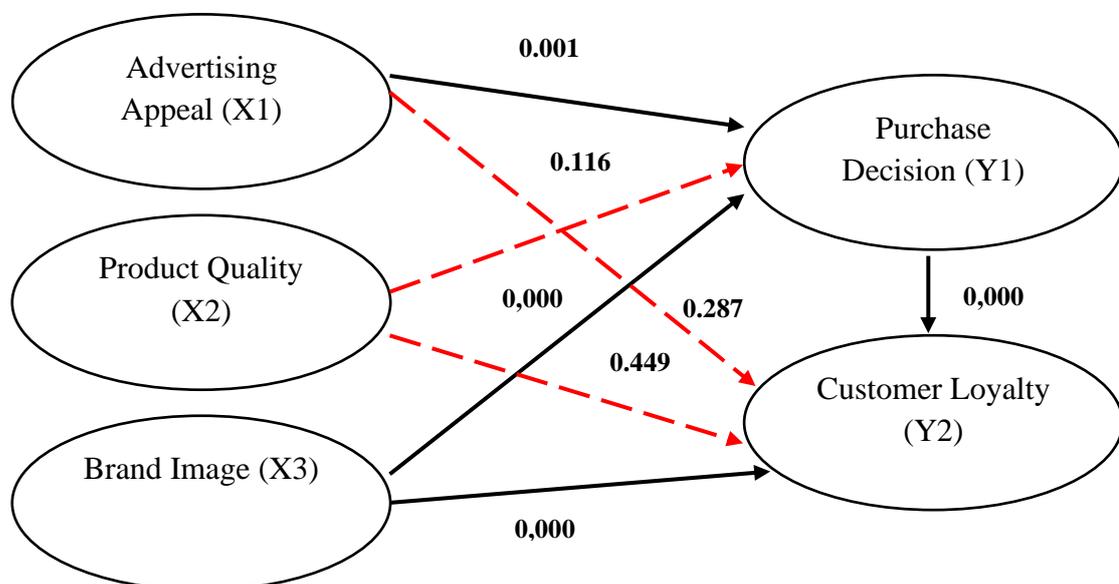
From Table 6, it can be seen that the advertising appeal variable has a strong influence on the purchasing decision variable and has a weak influence on the customer loyalty variable. Product quality has a sufficient influence on the purchasing decision variable and has a weak influence on the customer loyalty variable. The brand image variable has a strong influence on the purchasing decision variable and has a weak influence on the customer loyalty variable.

Table 7 shows the results of the hypothesis test for this study.

**Table 7 Hypothesis Test Results**

	Original Sample	T Statistics ( O/Stdev )	P Values	Conclusion
Ad Attractiveness (X1)>>Purchase Decision (Y1)	0.311	3,454	0.001	Significant
Product Quality (X2) >> Purchase Decision (Y1)	0.187	1,572	0.116	Not Significant
Brand Image(X3) >>Purchase Decision(Y1)	0.391	3,548	0,000	Significant
Advertising Appeal (X1)>>Customer Loyalty(Y2)	0.094	1,065	0.287	Not Significant
Product Quality (X2)>>Customer Loyalty (Y2)	0.097	0.757	0.449	Not Significant
Brand Image(X3) >>Customer Loyalty(Y2)	0.360	4,392	0,000	Significant
Customer Loyalty(Y1)>>Purchase Decision(Y2)	0.358	2,946	0.003	Significant

Source: Processed Data (2023)



**Figure 2 Final Estimate of Research Model**

Information:

—————→ =Significant

- - - - - → = NoSignificant

### **Hypothesis 1: The Influence of Advertising Appeal on Purchasing Decisions for Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between the attractiveness of advertising and purchasing decisions is  $0.001 < \alpha 0.05$  and the Original Sample (O) gets a value of 0.311. This means that the attractiveness of advertising has a positive and significant effect on purchasing decisions. This result can also be interpreted that Hypothesis 1 is accepted.

### **Hypothesis 2: The Influence of Product Quality on Purchasing Decisions of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Brand Image and Consumer Satisfaction is  $0.116 > \alpha 0.05$  and the Sample Origin (O) gets a value of 0.187. This means that Product Quality has a positive and insignificant effect on Purchasing Decisions. This result can also be interpreted that Hypothesis 2 is rejected.

### **Hypothesis 3: The Influence of Brand Image on Purchasing Decisions of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Experiential Marketing and Consumer Loyalty is  $0.000 < \alpha 0.05$  and the Origin Sample (O) gets a value of 0.391. This means that Brand Image has a positive and significant effect on Consumer Loyalty. This result can also be interpreted that Hypothesis 3 is accepted.

### **Hypothesis 4: The Effect of Advertising Appeal on Customer Loyalty of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Advertising Appeal to Customer Loyalty is  $0.287 > \alpha 0.05$  and the Sample Origin (O) gets a value of 0.094. This means that Advertising Appeal has a positive and insignificant effect on Customer Loyalty. This result can also be interpreted that Hypothesis 4 is rejected.

### **Hypothesis 5: The Effect of Product Quality on Customer Loyalty of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Product Quality and Customer Loyalty is  $0.449 > \alpha 0.05$  and the Sample Origin (O) gets a value of 0.097. This means that Product Quality has a positive and insignificant effect on Customer Loyalty. This result can also be interpreted that Hypothesis 5 is rejected.

### **Hypothesis 6: The Influence of Brand Image on Customer Loyalty of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Brand Image and Customer Loyalty is  $0.000 < \alpha 0.05$  and the Sample Origin (O) gets a value of 0.360. This means that Brand Image has a positive and significant effect on Customer Loyalty. This result can also be interpreted that Hypothesis 6 is accepted.

### **Hypothesis 7: The Influence of Purchasing Decisions on Customer Loyalty of Le Minerale Water in Pekanbaru**

Based on the results of the research that has been carried out, it can be seen that the p value of the relationship between Purchasing Decisions and Customer Loyalty is  $0.003 < \alpha 0.05$  and the Sample Origin (O) gets a value of 0.358. This means that Purchasing Decisions have a positive and significant effect on Customer Loyalty. This result can also be interpreted that Hypothesis 7 is accepted.

## **DISCUSSION**

### **The Effect of Advertising Attractiveness on Purchasing Decisions**

The results of the test of the influence of Advertising Attraction on Purchasing Decisions show that Advertising Attraction has a significant positive relationship with Purchasing Decisions. This can be interpreted that well-made advertisements can build trust in a brand or product. If the advertisement looks professional and convincing, it will give you confidence in buying Le Minerale products. The results of the hypothesis test show that Advertising Attraction has a significant positive relationship with Purchasing Decisions. Le Minerale's Attraction Strategy is assessed from the use of the tagline "Yang Ada Manis - Manisnya" which successfully creates a strong impression in the minds of consumers and also emphasizes quality and freshness such as the

The Influence of Advertising Attractiveness, Product Quality, Brand Image on Purchasing Decisions and Customer Loyalty in Pekanbaru Community Purchasing Le Minerale Water (Ade Erna Sari Gea, Stefani Chandra, Kayla Sukma, and Yutiandry Rivai)

process of filtering and purifying mineral water which can attract the attention of consumers aged 20-30 years who are looking for quality products and young consumers tend to be influenced by the figures they follow on social media, so this kind of collaboration can strengthen brand appeal. This can be seen from table 4.8 in statement 2 where out of 150 respondents, 45 respondents answered agree and 89 respondents answered strongly agree with an average value of 4.45 that "Le Minerale advertisements have a strong meaning and can influence my perception of the product" This means that many respondents are satisfied with Le Minerale advertisements because they have a strong meaning. This is in line with statement 3 that out of 150 respondents, 63 respondents agreed and 67 respondents strongly agreed with an average value of 4.27 that "I believe that consumer testimonials in Le Minerale advertisements are real and trustworthy". This means that most respondents believe in the testimonials from consumers in Le Minerale advertisements. This must be a concern and priority for Le Minerale to improve the Attractiveness of Advertisements to be better, so that Purchasing Decisions will increase.

This is in line with research conducted by (Kasman, 2023) proves that the attractiveness of advertising has a positive and significant effect on purchasing decisions.

### **The Influence of Product Quality on Purchasing Decisions**

The results of the test of the influence of Product Quality on Purchasing Decisions show that product quality has a positive and insignificant effect on Purchasing Decisions. This can be interpreted that consumers can have different perceptions about the quality of a product. Some consumers believe that higher prices mean better quality, although that is not always true. Or consumers have personal preferences that influence their views on quality. So that it results in product quality having an insignificant effect on purchasing decisions. There are several reasons that can explain this phenomenon. First, consumers who have purchased le minerale 11-20 times as seen in table 4.5 may have had a high level of satisfaction with the product. They may have had a positive experience in using the product before, so they no longer pay attention to the quality of the product when deciding to buy again. Second, consumers who have purchased le minerale 11-20 times may have had a high level of loyalty to the brand or product. They may have had a positive experience and have built trust in the brand, so they no longer pay attention to the quality of the product when deciding to buy again. In synthesis, this analysis shows that the quality of the le minerale product does not have a significant influence on the purchasing decisions of consumers who have purchased le minerale 11-20 times. This means that other factors such as consumer satisfaction and loyalty have a more important role in influencing consumer purchasing decisions.

This is in line with research by (Laila & Sudarwanto, 2018) in his research he said that product quality has a positive but insignificant effect on purchasing decisions.

### **The Influence of Brand Image on Purchasing Decisions**

The results of the test of the influence of Brand Image on Purchasing Decisions show that brand image has a positive and significant effect on Purchasing Decisions. This can be interpreted that a good brand image is often associated with trust and reliability. Consumers tend to feel more comfortable buying products from brands that they consider to have a good reputation because they believe that the product will meet their expectations. With consumer expectations regarding the good and positive image of the Le Minerale brand, it will affect purchasing decisions. The Le Minerale brand image refers to consumer perceptions of the Le Minerale brand, including an overview of the quality, safety, and satisfaction offered by the brand. This brand image can influence consumer purchasing decisions. This brand image can be seen from table 4.5 consumers who buy Le Minerale 11-20 times can be considered loyal customers and have positive experiences with the brand. They have purchased Le Minerale products several times and may have maintained a relationship with the brand. Consumers who buy Le Minerale 11-20 times tend to have a positive Le Minerale brand image. They have had a positive experience with the brand and may have maintained a relationship with the brand. This can improve the Le Minerale brand image in the eyes of consumers. A positive Le Minerale brand image can influence consumer purchasing decisions. Consumers who have a positive Le Minerale brand image are more likely to purchase Le Minerale products again. This is because a positive brand image can increase consumer trust and satisfaction with the brand.

This is in line with research by (Miati, 2020) and (Wulandari & Iskandar, 2018) in his research he said that product quality has a positive and significant influence on purchasing decisions.

### **The Influence of Advertising Appeal on Customer Loyalty**

The test results of the influence of Advertising Appeal on Customer Loyalty show that advertising appeal has a positive and insignificant effect on Customer Loyalty. This can be interpreted that a good brand image is often associated with trust and reliability. The results of this study indicate that the attractiveness of Le Minerale advertising does not have a significant effect on customer loyalty among consumers aged 20-30 years. This can be caused by several factors, such as: Consumers aged 20-30 years tend to pay more attention to product quality and price than advertising appeal. Le Minerale already has a good reputation among the public, so advertising appeal is not needed to increase customer loyalty. Consumers aged 20-30 years tend to be more active in sharing

information and opinions through social media, so advertising appeal is not effective in increasing customer loyalty.

This is not in line with research (Paramananda & Satria Pramudana, 2015) proves that advertising appeal has a positive and significant effect on customer loyalty.

#### **The Influence of Product Quality on Customer Loyalty**

The results of the test of the influence of Product Quality on Customer Loyalty show that product quality has a positive and insignificant effect on Customer Loyalty. This can be seen from table 4.9 in statement 8 where 150 respondents answered 55 agreed and 78 respondents answered strongly agreed with an average value of 4.39 that "Le Minerale has a stylish and modern design that attracts consumers' attention. This means that consumers are attracted to the stylish and attractive design of Le Minerale and it is also easy to recognize the product because the design is different from other mineral water drinks. Good Le Mineral product quality will provide a positive experience to consumers. Products that are consistent in quality, such as the freshness of mineral water, cleanliness of packaging, and the availability of products that meet food safety standards, will increase consumer satisfaction. Consumers who are satisfied with the quality of the product tend to buy the product again. This can be interpreted as good product quality is often associated with trust and reliability. consumers buy Le Mineral 11-20 times which can be seen in table 4.5 and product quality has a positive effect on consumer satisfaction, but the relationship between the two factors is not significant on customer loyalty. Companies need to pay attention to other factors that can influence customer loyalty to maintain long-term relationships with consumers.

This is in line with research in research (Rqdog et al., 2014) proves that product quality has no significant effect on loyalty customer.

#### **The Influence of Brand Image on Customer Loyalty**

The results of the test of the influence of Brand Image on Customer Loyalty show that brand image has a positive and significant effect on customer loyalty. This can be interpreted that a good brand image is often associated with trust and reliability. Consumers tend to feel more comfortable buying products from brands that they consider to have a good reputation because they believe that the product will meet their expectations. With consumer expectations regarding the good and positive brand image of Le Minerale, it will influence purchasing decisions. This can be seen from table 4.10 in statement 8 where out of 150 respondents answered 53 respondents answered agree and 84 respondents answered strongly agree with an average value of 4.45 that "I prefer Le Minerale because it is easily recognized and widely known by consumers". This means that consumers find it very easy to recognize the shape or characteristics of Le Minerale water which is different from other mineral water products. the relationship between consumers who buy Le Mineral 11-20 times which can be seen in table 4.5 with a positive brand image on customer loyalty is significant. This means that a good brand image not only influences consumer perceptions, but also directly impacts consumer decisions to remain loyal to the Le Mineral brand. Consumers who feel connected to the brand, are satisfied with the product, and have strong beliefs about the brand are likely to become loyal customers who will continue to purchase Le Mineral products in the future.

This is in line with research (Ramadan, 2020), (Dewi Kurniawati, 2014), (Merinda & Satrio, 2016), And (Lesmana & Putri, 2017) proves that brand image has a positive and significant influence on customer loyalty.

#### **The Influence of Purchasing Decisions on Customer Loyalty**

The results of the test of the influence of Purchasing Decisions on Customer Loyalty show that purchasing decisions have a positive and significant effect on customer loyalty. Purchasing decisions according to (Delta, 2016) can be interpreted as a selection of two or more alternative purchasing decision options. This means that before making a purchase, someone has several alternative choices available, so he must choose one of them. Consumer decisions to buy Le Mineral 11-20 times in table 4.5 can be influenced by various factors, including product quality, competitive prices, product availability, and personal preferences. If consumers are satisfied with the quality, taste, and benefits provided by Le Mineral, they tend to continue to choose this product in their future purchasing decisions. consumers who buy Le Mineral 11-20 times have a positive and significant relationship with good mineral purchasing decisions, which ultimately have an impact on customer loyalty. Companies need to continue to maintain product quality, understand consumer preferences, and provide sustainable added value to ensure that consumers remain loyal and continue to choose Le Mineral as their preferred brand in the long term.

This is in line with research in research (Diansyah & Putera, 2017) proves that purchasing decisions have a positive effect on customer loyalty.

## CLOSING

This study was conducted to determine how much influence the factors of advertising appeal, product quality, brand image have on Purchasing Decisions and customer loyalty of Le Minerale Water in Pekanbaru Community. From the results of the research that has been done, the author found that the advertising appeal variable has a significant positive influence on purchasing decisions, the product quality variable does not have a positive insignificant influence on Purchasing Decisions, the brand image variable has a significant positive influence on Purchasing Decisions, and the advertising appeal variable has a positive insignificant influence on customer loyalty, the product quality variable has a positive insignificant influence on customer loyalty, the brand image variable has a significant positive influence on customer loyalty, the Purchasing Decision variable has a significant positive influence on customer loyalty of Le Minerale Water in Pekanbaru Community.

Based on the discussion and conclusion, the author provides some suggestions for Le Minerale Water Company and further researchers. The suggestions given are as follows: First, the Company can further develop advertising to the targeted market. Second, increase customer loyalty and the Company can also build and manage a positive brand image in the minds of consumers so as to encourage consumers to make repeat purchases. The second suggestion for further researchers is to dig deeper into the independent variables, namely Purchase Decisions and Customer Loyalty and also the dependent variables, namely advertising appeal, product quality, and brand image.

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