The Impact of Brand Awareness and Trust on Purchase Decisions: A Case Study of AQUA in Indonesia

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ABSTRACT

Objective – To determine the influence of brand awareness and brand trust on the purchase decisions of AQUA brand bottled mineral water at The FoodHall, Grand Indonesia Mall, particularly in light of the controversy surrounding BPA content in AQUA's packaging.

Methodology – This study utilizes a quantitative approach, employing a purposive sampling of 100 consumers at The FoodHall Grand Indonesia Mall, who completed online questionnaires, and analyzes the collected data using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0 to determine the relationships between brand awareness, brand trust, and purchase decisions.

Findings – The study found that both brand awareness and brand trust have a statistically significant positive effect on purchasing decisions for AQUA bottled water at The FoodHall Grand Indonesia Mall, indicating that consumers are more likely to buy AQUA when they recognize and trust the brand. Brand trust has the most influence on purchasing decisions.

Novelty – The study examines brand awareness and brand trust in the specific context of the recent BPA controversy surrounding AQUA. This provides a timely and relevant analysis of how a brand's reputation is affected by product safety concerns. Although brand awareness and trust have been evaluated in past research, the direct relationships examined in this study have not yet been previously investigated using a sample of AQUA consumers at The FoodHall Grand Indonesia Mall.

Keywords: brand awareness, brand trust, plastic packaging, purchase decision, mineral water

I. INTRODUCTION

There was an issue with the AQUA brand regarding the material used in brand gallons which were said to contain a material also called BPA or Bisphenol A (BBC, 2023). BPA is a chemical that is often used in making certain types of plastic materials, one of which is plastic beverage packaging and mineral water gallons (Ajaj et al., 2022). Consumption is one way that BPA can be exposed to the human body (Cimmino et al., 2020). Continuous exposure will have detrimental effects on the human body, including the thyroid, liver and heart function, and human reproductive organs. The AQUA brand's Top Brand Index has declined as a result of this issue as it may have an impact on brand recognition and trust. Table 1 shows a decline of 8.2% from 2023 to 2024, from the prior 2023 number of 55.10% to 46.90% (TopBrand, n.d.).

This is because customers are aware of the AQUA brand and will have higher expectations for it because it holds a better position than other packaged mineral water (AMDK) companies. However, the degree of confidence in the AQUA brand's quality has declined as a result of the BPA content concern in the brand packaging.

Table 1 Top Brand Index

Brand	2023	2024
Ades	5.30	5.50
AQUA	55.10	46.90
Cleo	4.20	5.10
Club	3.50	3.30
Le Minerale	14.50	18.80

With the problem related to the quality of the packaging which is considered to be able to affect the quality of the product itself, it causes a decrease in the level of consumer trust in the brand, which if immediately addressed will be a threat to awareness of the brand (Srivastava et al., 2022). The lower level of awareness and trust will affect consumer intentions in determining repurchase decisions which if not immediately addressed will have a negative impact on the brand because consumers may switch to other competitor brands (Pangaribuan et al., 2020).

In Table 2, AQUA sales data has decreased in the type of AQUA packaging PET Bottle 600mlq by 8,020 of the total production, AQUA packaging PET Bottle 1,500ml by 9,024 of the total production, AQUA packaging Cube Bottle 220ml by 6,179 of the total production and AQUA Polycarbonate Gallon by 12,414 of the total production (Pratama et al., 2024).

Table 2 AQUA Inventory (May 2022-March 2023)

No.	Product	Supply	Production	# of Sales
1.	AQUA plastic cup packaging Polypropylene	5,700	204.434	207,611
2.	AQUA 1500ml PET Bottle Packaging	3,921	44,880	39,777
3.	AQUA 600ml PET Bottle Packaging	1,982	44,558	38,520
4.	AQUA 220ml Cube Bottle Packaging	5,021	39,112	37,954
5.	AQUA Polycarbonate Gallon	6,171	63,681	57,438

The phenomenon discussed in this study is based on the notion that consumers only know the brand of mineral water and that purchase decisions are influenced by two factors: brand awareness and brand trust. Although brand awareness and trust have been evaluated in past research, the direct relationships examined in this study have not yet been previously investigated using a sample of AQUA consumers at The FoodHall Grand Indonesia Mall.

The objective of this study is to determine the influence of brand awareness and brand trust on the purchase decisions of AQUA brand bottled mineral water at The FoodHall, Grand Indonesia Mall, particularly in light of the controversy surrounding BPA content in AQUA's packaging. From the background of the problem above, the researcher identified the problems that arise along with the increasing number of brands of Bottled Mineral Water (AMDK) in Indonesia and the increasingly tight competition between brands in the market so that it is important for companies to maintain brand awareness and brand trust on the brands they own in order to maintain the brand so that it remains popular in the market. The researcher sought to find out whether the influence of brand awareness and brand trust on the purchase decision of the AQUA brand at The FoodHall, Grand Indonesia Mall, which made the brand continue to be in the top position in the market with the category of Bottled Mineral Water (AMDK).

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II. LITERATURE REVIEW

Brand Awareness

According to Romaniuk et al. (2017), brand awareness is the ability of consumers to identify a brand and remember a brand in a category, with enough detail to make a purchase. Brand awareness is the ability of consumers to identify a brand in different conditions, can be done by brand recognition and recall of a particular brand (Junarsin et al., 2022). Brand Awareness is one important way for customers to recognize a brand based on the logo and color that they can identify. This is very important for companies in influencing customers to buy goods for the first time. High brand awareness will increase consumers' memory of the brand so that it is in their minds, so that customers are aware of the product and do not hesitate to buy. A well-known brand has the potential to produce products that are of high quality and reliable and accountable (Ramadhani & Mujayana, 2022). The number of customers who recognize and recall the brand will make the brand the most popular brand.

Brand awareness is considered an important element for a company because it is considered to influence consumers to buy goods or services for the first time. If brand awareness is high, it can help maintain consumer loyalty to a particular brand. The first way to create a product brand is to use brand awareness (Rumaidlany et al., 2022).
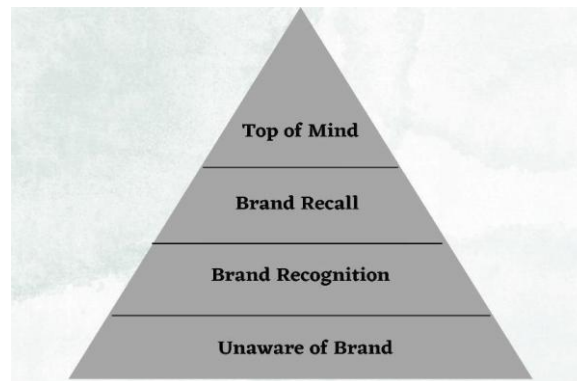

Figure 1 Brand Awareness Pyramid

Aaker (2009) offered the following levels of brand awareness. The degree to which customers are unaware of a brand is known as "unaware of brand," which can be translated as "not being aware of a brand." A brand at this level can be created by a variety of sources. For instance, not yet impacted by promotion or having little access to information. One may argue that this is the base of the brand awareness pyramid. When customers are able to recognize a brand by its qualities, such as its logo, slogan, or jingle, they are demonstrating brand recognition, which is the lowest degree of brand awareness (Santos et al., 2024). One may refer to this level as the initial level of brand awareness. If the brand has achieved this point, it is either the first step toward reaching its peak, which is a purchase, or it has begun to move into the brand awareness level. A qualitative indicator of a brand's effectiveness for customers is brand recall. Customers have been successful in remembering a brand after completing the foundational level. Without any assistance, consumers can quickly recall a brand and turn it into a discussion starter.

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Brand Trust

Brand trust or brand trust is customer trust in a brand or company. Consumers have confidence that the company can solve the consumer's problems. According to Ferrinadewi (2008), the perception of success from the consumer's point of view which is based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for the performance of a product and consumer satisfaction.

Brand trust is considered important because it can influence consumer behavior towards a brand. Consumers who have trust in a brand tend to continue to choose and use products from that brand rather than using other brands that are less trusted by consumers. Consumers who already trust a particular brand are more likely to choose that product and brand when compared to other brands, especially other brands that are less well-known or less trusted by consumers (Jevica & Pangaribuan, 2024). If the brand can be trusted by consumers, then this can provide a competitive advantage to the brand itself.

Trust is also considered to help build long-term relationships and can maintain and expand market share. It is not surprising that consumer trust in brands is considered very important and is used as one of the important pillars in the relationship between customers and the brand. This shows the trust and loyalty that has been created and maintained by customers towards the brand's ability to meet expectations and continue to provide value that is beneficial to the customers themselves.

Purchase Decision

According to Alma (2016), a purchasing decision is a consumer decision that is influenced by financial economics, technology, culture, politics, products, prices, locations, promotions, physical evidence, processes, and people. So that it can form an attitude in consumers to process various kinds of information and draw a conclusion in the form of a response that appears regarding what product will be purchased. Consumer purchasing decisions are a process where consumers recognize their problems and then seek information about certain products or brands (Muskitta et al., 2022). Purchasing decisions cannot be separated from the nature of consumers (consumer behavior) so that each consumer has different habits in making purchases. Purchasing decision behavior for most products is just a routine activity in the sense that needs that have been met will be satisfied through repeat purchases of the same product (Fuadi et al., 2023).

Brand Awareness on Purchasing Decisions

There is a simultaneous influence between brand awareness on purchasing decisions (Afisa & Muhajirin, 2024). In Rumaidlany et al. (2022), brand awareness has a significant positive influence on purchasing decisions. Trust in a brand plays a role that is considered quite important in consumer purchasing decisions. Consumers believe that a brand with a positive reputation is a guarantee of the quality of the product itself. Thus, hypothesis one of this study is:

H1: Brand awareness has a positive influence on purchase decision.

Brand Trust on Purchasing Decisions

According to Gumelar et al.'s (2023) study, there is an influence between brand trust and purchasing decisions. In the study of Ballester et al. (2003), it was argued that consumers can trust a brand because of the sense of security resulting from consumer interaction with the brand. This trust can directly influence consumer purchasing decisions for the same product in the future. Thus, hypothesis two of this study is:

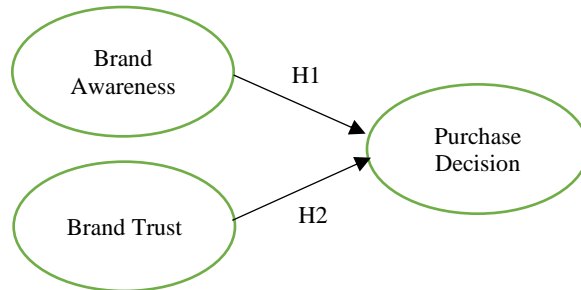H2: Brand trust has a positive influence on purchase decision.

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Figure 2 Proposed Conceptual Model

III. METHODOLOGY

The research subject of this study are those consumers who have purchased AQUA brand Bottled Mineral Water (AMDK) at The FoodHall, Grand Indonesia Mall. The Foodhall at the Grand Indonesia Mall is one of the popular premium supermarkets located in Central Jakarta, Indonesia.

In this study, researchers used data collection techniques by using questionnaires and filled out directly by respondents obtained through Google Forms. By distributing questionnaires, the questionnaires were distributed to consumers of the premise.

Table 3 Variable Operationalization

Variable	Indicator	Survey Items
Brand Awareness	1. Unaware of Brand; 2. Brand Recognition; 3. Brand Recall; 4. Top of Mind; 5. Purchase; 6. Consumption	1. The lowest level in the brand awareness pyramid, where consumers are not aware of brand awareness; 2. How far consumers can remember when asked about the brand; 3. How far consumers can recognize the brand in a particular category; 4. How far consumers will include a brand in the alternative choices when they are going to buy a product; 5. Consumers buy a brand because the brand is already top of mind for consumers; 6. Consumers have often made brand purchases to meet their daily needs.
Brand Trust	1. Trust this brand; 2. This brand is safe; 3. This is an honest brand; 4. Brand Reliability; 5. Brand Intentions	1. The brand has been recognized and known by many people; 2. The brand is protected by law; 3. Quality products; 4. Consumer confidence that the product from the brand is able to fulfill the promised value; 5. Consumer confidence that the product from the brand is able to prioritize the interests of consumers when problems in consuming the product arise unexpectedly.
Purchase Decision	1. Need Recognition; 2. Information Research; 3. Alternative Evaluation; 4. Purchase Decision; 5. Post-purchase Behavior	1. Products offered are in accordance with consumer needs; 2. Consumers buy products because they have meaning or are useful for them; 3. Consumers make purchases because the quality of a product is in accordance with their desires; 4. Products that consumers often buy repeatedly because they are satisfied with the quality.

This study used a non-probability sampling method with a purposive sampling technique. Purposive sampling is a sampling technique using certain considerations (Pangaribuan & Febriyanto, 2019). The sample criteria in this study were people who bought AQUA brand Bottled Mineral Water (AMDK) at The FoodHall, Grand Indonesia Mall.

For this study, the number of samples with an unknown population was calculated using the Lemeshow formula equation (Setiawan et al., 2022) as follows: $n = Z2P(1 - P)/D2$. Based on the calculation of the Lemeshow formula, the number of samples obtained was 100 samples.

Data analysis methods are an important part of conducting research in order to process data so that conclusions can be drawn to answer a problem being discussed. In this study, the researcher used the Structural Equation Model (SEM) analysis technique with the Partial Least Squares (PLS) method. The use of PLS can be used for small samples (Wismiarsi et al., 2024). Partial Least Squares Path Modeling (PLS-SEM) is used to develop theories and build theories using SmartPLS 4.0 software 4 (Hamid & Anwar, 2019).

IV. RESULTS AND DISCUSSION

Respondent's Profile

It can be seen from the number of female respondents having a percentage of 52% (68 respondents) and male respondents 48% (62 respondents). Based on the results of this questionnaire data, it is dominated by female respondents. It can be seen that those who buy the AQUA brand at The Foodhall Mall Grand Indonesia are dominated by those born in the years 1981-1996, also known as the millennial generation or generation Y, at 44% (57 respondents), followed by generation Z with the years 1997-2012 at 39% (51 respondents) and finally those born in the years 1965-1980, generation X at 17% (22 respondents).

Descriptive Statistics

In Table 4, the data from the data processing that has been obtained and obtained the average, median, minimum and maximum values that have been filled in by the respondents are as follows: 1) For the Brand Awareness variable, there are 6 indicators (BA1, BA2, BA3, BA4, BA5, and BA6) which are used to measure the Brand Awareness variable. The minimum value found in the BA5 and BA6 indicators with a minimum value of 1. A value of 1 in the questionnaire indicates that the respondent strongly disagrees with the statements contained in BA5 and BA6 in the questionnaire. The median value for the Brand Awareness variable is 4. The lowest average value is found in the BA6 indicator, which is 4.131. Then the highest average value is found in the BA3 indicator of 4.485 so it is certain that many of the respondents agree with the statement in the BA3 indicator. 2) The Brand Trust variable has 5 indicators, namely BT1, BT2, BT3, BT4, BT5 with a minimum value of 2. In this variable, all indicators have the same minimum value, namely 2 of all indicators, which means that respondents choose to disagree with the statement contained in all indicators in the questionnaire. A value of 2 on the questionnaire indicates that respondents disagree with the statement contained in all Brand Trust indicators in the questionnaire. The median value on this Brand Trust variable is 4. The lowest average value is in the BT4 indicator, which is 4,023. Then the highest average value is in the BT1 indicator of 4,454, so it is certain that many respondents agree with the statement on the BT1 indicator.

The last is the Purchase Decision variable which has 5 indicators, namely PD1, PD2, PD3, PD4, PD5 with a minimum value of 1. The minimum value for this variable is in the PD3 indicator, which means that many respondents strongly disagree with the statement in the PD3 indicator. The median value for the Purchase Decision variable is 4. The lowest average value is in the PD4 indicator, which is 4,192. Then the highest average value is in the PD2 indicator, which is 4,392, so it is certain that many respondents agree with the statement in the PD4 indicator.

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Table 4 Descriptive Statistics

Name	Mean	Median	Scale min	Scale max
BA1	4.454	5.000	3.000	5.000
BA2	4.369	4.000	2.000	5.000
BA3	4.485	5.000	3.000	5.000
BA4	4.315	4.000	2.000	5.000
BA5	4.200	4.000	1.000	5.000
BA6	4.131	4.000	1.000	5.000
BT1	4.454	5.000	2.000	5.000
BT2	4.362	4.000	2.000	5.000
BT3	4.438	4.000	2.000	5.000
BT4	4.023	4.000	2.000	5.000
BT5	4.192	4.000	2.000	5.000
PD1	4.277	4.000	2.000	5.000
PD2	4.392	4.000	3.000	5.000
PD3	4.215	4.000	1.000	5.000
PD4	4.192	4.000	2.000	5.000
PD5	4.231	4.000	2.000	5.000

The Average Variance Extracted (AVE) value for each variable is > 0.50 or greater than 0.50 to obtain valid results. Based on Table 4, the data obtained is declared valid because the AVE value is more than 0.50. Table 5 shows that the brand awareness variable (X1) has an AVE value of 0.524, the brand trust variable (X2) has an AVE value of 0.584 and the purchase decision (Y) has an AVE value of 0.617, proving that the variables can be declared valid.

The variance inflation factor (VIF) value shows a value below 5, so it can be concluded that there is no multicollinearity problem or the data does not have high collinearity (see Table 4). Composite reliability test has a value above 0.70 which is a requirement of composite reliability itself, this study on all construct variables is stated to be reliable and has good reliability. The requirement of the alpha is a value of more than 0.60 and the data shows a value of more than 0.60 so that the variable can be stated as reliable because the result is more than 0.60. Thus, this study is considered accurate.

Table 6 shows the R-Square results, indicating that the purchasing decision variable is 61.2% influenced by the perception of brand awareness, brand trust and the rest is influenced by variables not examined in this study. The resulting value is 0.612 so that the value indicates a moderate model because it is still higher than 0.50 but lower than 0.70. The R-squared value indicates a moderate explanatory power, suggesting that other variables could influence purchasing decisions.

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Table 5 Result of the Measurement Model

Construct	Items	Loadings	VIF	AVE	Composite Reliability	Cronbach's Alpha
Brand Awareness	BA1	0.637	1.280	0.524	0.701	0.813
	BA2	0.734	1.312			
	BA4	0.679	1.333			
	BA6	0.830	1.469			
Brand Trust	BT1	0.644	1.478	0.584	0.819	0.874
	BT2	0.850	2.260			
	BT3	0.785	1.698			
	BT4	0.773	2.112			
	BT5	0.754	1.945			
Purchase Decision	PD1	0.772	1.666	0.617	0.844	0.889
	PD2	0.662	1.434			
	PD3	0.846	2.178			
	PD4	0.800	1.833			
	PD5	0.834	1.990			

The first hypothesis test, namely testing whether Brand Awareness has a positive effect on Purchasing Decisions. The test results (see Table 7) show that the P-value is $0.008 < 0.05$, which means that Brand Awareness has a positive and significant effect on Purchasing Decisions, so the first hypothesis is accepted. The results of this study are in accordance with Afisa and Muhajirin's (2024) study, stating that Brand Awareness has a positive effect on Purchasing Decisions on Revlon products. Based on the results of this study, brand awareness has a positive and significant effect on purchasing decisions for the brand at The Foodhall, Grand Indonesia Mall. This result occurs because the responses of consumers show that on average consumers already recognize the AQUA brand as one of the well-known brands of Packaged Mineral Water (AMDK).

Table 6 R Square

Construct	R-square
Purchase Decision	0.612

The second hypothesis test, namely testing whether Brand Trust has a positive effect on Purchasing Decisions. The test results show that the P-value is $0.000 < 0.05$, which means that Brand Trust has a positive and significant effect on Purchasing Decisions, so the second hypothesis is accepted. The results of this study are in accordance with Gumelar et al.'s (2023) study, stating that Brand Trust has a positive effect on Purchasing Decisions on Honda brand motor vehicles at the Muhammadiyah University of Ponorogo. Based on the results of this study, brand trust has a positive and significant influence on purchasing decisions for the AQUA brand at The Foodhall Grand Indonesia Mall. This result occurs because the responses of the respondents in this study show that on average consumers choose to buy the AQUA brand at The Foodhall Grand Indonesia Mall because consumers believe that AQUA is a brand that possesses good quality so that many respondents choose to buy AQUA as a brand of Bottled Mineral Water (AMDK) as the main choice.

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Table 7 Hypothesis Test

Path	Original Sample	T Statistics	P Value	Result
BA → PD	0.245	2.646	0.008	Accepted
BT → PD	0.588	6.738	0.000	Accepted

V. CONCLUSION

From the results of the study of the Influence of Brand Awareness and Brand Trust on the Purchase Decision of the AQUA brand at The Foodhall, Grand Indonesia Mall using a sample of 130 respondents who are consumers of the brand and have made purchases during the last month, the conclusions in this study are as follows: 1. Brand Awareness has a positive influence on the Purchase Decision. Thus, consumers have realized the brand as one of the brands of Packaged Mineral Water (AMDK) as the main choice. 2. Brand Trust has a positive influence on Purchase Decision. This result occurs because consumers already believe in the brand because it is considered to have good quality. To conduct routine laboratory tests on the brand's packaged mineral water to ensure safety and quality can be suggested. In addition, it is advisable to partner with reputable third-party testing organizations to validate the results and create a dedicated section on the website and media platforms where consumers can access the latest quality test and certifications.

Based on the results of feedback from respondents, the lowest brand awareness indicator is the respondent's decision not to make AQUA the main choice in purchasing Packaged Mineral Water (AMDK). What the company can do is to focus on improving quality, proving that AQUA only uses ingredients that are safe for consumption. One way to do this is by conducting laboratory tests to maintain the quality of the brand. If the company is consistent in providing good quality, it can maintain brand awareness in the minds of consumers and make AQUA Packaged Mineral Water (AMDK) the main choice in making purchases compared to other competitor brands. With this step, purchasing decision will increase. Furthermore, brand trust influences purchasing decisions, and based on the results of respondent feedback, the lowest indicator of brand trust is the reputation of the brand. Consumers choose brands that are considered to have a good reputation. Therefore, the company must pay more attention to the reputation of the brand itself by responding to criticism and complaints submitted by consumers seriously through an open forum for consumers to convey their complaints such as a hotline. After that, the company must be able to respond quickly and appropriately, such as by providing product replacement compensation, so that consumers feel that the company is taking the complaints faced by consumers seriously. With this step, it is considered to be able to increase consumer purchasing decisions.

Future research can consider using product safety perceptions as a focus for a couple of reasons. Consumers are increasingly concerned about health and safety, understanding how perceptions of product safety influence purchasing decisions can provide valuable insights for brands. The research variable can help identify the factors that enhance or undermine consumer trust, allowing companies to develop strategies to strenghtne their brand reputation. Also, product safety perceptions can vary across different cultural and demographic groups. Future research can explore how factors such as gender, socioeconomic status, and cultural background influence perceptions of safety. This understanding can assist marketers tailor their messaging to meet the needs of the target audiences.

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