

## THE ROLE OF BRAND IMAGE, PRICE, PACKAGING, PRODUCT QUALITY, AND WORD OF MOUTH ON THE INTEREST IN PURCHASING TORIYU BRAND BOTTLED DRINKING WATER PRODUCTS (AMDK) IN YOGYAKARTA

Yunus Indra Purnama

Graduate Program, Universitas Teknologi Yogyakarta, Indonesia

\*Corresponding Author:

[pyunusindra@gmail.com](mailto:pyunusindra@gmail.com)

ORCID: <https://orcid.org/0009-0007-3731-1151>

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### Abstract

The large number of businesses in the Bottled Drinking Water (AMDK) industry results in fierce competition with one of the main factors affecting is price. In addition to price, packaging is also important because it makes a first impression. Quality must be considered because together with price and packaging can create a good brand image that encourages the creation of word of mouth which can be a strength in itself. The purpose of the study is to determine the influence of price, product quality, brand image and word of mouth on the buying interest of Toriyu brand bottled water products, in students of the Faculty of Business and Humanities, Yogyakarta University of Technology (UTY). This study uses a Likert scale questionnaire. The data analysis technique is multiple regression using SEM-PLS. The sampling technique is accidental sampling, which is sampling is carried out spontaneously to anyone who is considered suitable. The research population is students of the Faculty of Business and Humanities, Yogyakarta University of Technology (UTY) with a total of 5,441 people, the sample used by 100 students based on the Slovin formula with an error rate of 5%. Based on the p values, it is known that Brand Image/Brand Image has a significant effect on buying interest, price has no effect on buying interest, packaging has a significant effect on buying interest, product quality has no effect on buying interest, Word of Mouth has a significant effect on buying interest.

Keywords: Price, Packaging, Product Quality, Brand Image, Word of Mouth

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### 1. Introduction

The need for drinking water is growing in line with the rapid global climate change, where the human body consists of more than 70% of the liquid that is in desperate need of drinks. Water is the main support for the growth of the beverage industry and the need for clean water to be processed into drinking water is increasing. The cleanliness and safety of the water to be drunk is an important key to human health, so it is an opportunity for companies that produce bottled drinking water (AMDK) to meet these needs.

The bottled water industry in Indonesia is growing rapidly, according to data from the Indonesian Association of Bottled Water Companies (Aspadin), there are around 700 bottled water business actors, of which 90% are in the small and medium segments. The number of bottled water business actors has resulted in fierce competition in attracting consumers, on the other hand, making people more critical and selective in choosing clean and safe bottled drinking water products.

One of the factors that affects consumer buying interest is the price of the drinking water products offered, where the price is a very important factor because it is influenced by consumer income so that it has an impact on the decision to choose a product with a

suitable price. In addition to price, product packaging is also important because it is a visual aspect and makes a first impression before buying so companies need to compete in product packaging. In addition, the quality of drinking water products must pay attention to the sterility of the production process, maintain cleanliness and safety, and have a refreshing taste of drinking water.

Good product quality can create a good brand image or brand image and a good brand image encourages consumers to talk about the product. This marketing model is called word of mouth marketing where compliments, recommendations, comments, testimonials and reviews of consumers will indirectly promote the product so that it can increase sales.

One of the bottled water products in Yogyakarta is Toriyu produced by CV Tirta Shahadah, a bottled drinking water (AMDK) company located in Klaten, Central Java. With high technology, the company produces drinking water that is decent, quality, safe, and healthy for consumption. Toriyu bottled water products have a variety of packaging sizes to meet consumer demand and satisfaction. Toriyu packaging size variants start from 120 ml and 220 ml cups, 330 ml, 600 ml and 1,500 ml bottle packaging, and 1,500 ml gallon packaging. The marketing coverage to all areas of Yogyakarta to Central Java made the name Toriyu begin to be known. Toriyu products have also received official permits from the Indonesian Food and Drug Supervisory Agency (BPOM) and have also received halal certification from the Indonesian Ulema Council (MUI), and SNI from the Ministry of Industry. The purpose of this study is to determine the influence of price, product quality, brand image and word of mouth on the buying interest of Toriyu brand bottled water products, in students of the Faculty of Business and Humanities, Yogyakarta University of Technology (UTY).

## **2. Theoretical Background**

### **2.1 Marketing Management**

Marketing is defined as an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers. With marketing, companies try to generate profits from the sale of goods and services created to meet the needs of buyers (Supriata, 2019).

Marketing with good management functions to realize the company's goals, which are as follows (Ma'ruf, 2005): (1) Establishing a customer base (customer base) strategically rational and complete and its information; (2) Identify the needs of current and prospective customers; (3) Creating products that will be able to meet customer needs appropriately and profitably and that are able to differentiate the company from its competitors; (4) Communicating and delivering the product to the target market; (5) Lead all company personnel to become a group of disciplined, professional and knowledgeable workforce and have dedication to the company's values and goals.

### **2.2 Buying Interest**

Buying interest as part of the component of consumer behavior in the attitude of consuming, the tendency of respondents to act in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Maria, 2018). According to him, buying interest is obtained from a learning process and a thought process that forms a perception, so that consumers meet their needs according to what is in their minds.

Meanwhile, buying interest according to Randi, (2016). It is defined as a behavior that appears as a response to an object or also a purchase interest that shows the customer's

desire to make a repeat purchase. The process of buying interest starts from the emergence of a need for a product or brand followed by processing information by consumers. Furthermore, consumers will evaluate the product or service in the brand. Buying interest does not always have an immediate or immediate impact on the purchase stage. Buying interest is divided into two parts, namely: (1) purchase and; (2) no purchase.

Indicators of buying interest according to Wardani, (2015) are influenced by three factors that affect consumer interest, namely:

- 1) Impulses in the individual: stimuli that come from the environment / scope that correspond to the desires and needs that give rise to interests, among others are the interest to eat, the interest to work, the interest to buy.
- 2) Social motives: Interests influenced by social motives to buy something because they want to get attention and appreciation from others.
- 3) Emotional motives: Interest has a close relationship with emotions and feelings, for example, if a person gets success in a certain activity, it will strengthen more interest in that activity.

### 2.3 Price

Price is expressed as what consumers have to give (a sum of money) to get goods or services (Firmansyah, 2018), while according to Lina (2019) it is the only element of the marketing mix that generates sales revenue. Pricing becomes one of the most flexible elements of mix marketing (prices can be changed quickly). Pricing and price competition are also the number one problem facing companies.

Determining the right price is important because it is influenced by the income of each consumer so that it will have an impact on buying interest and consumer decisions to choose products at suitable prices. Pricing with proper analysis is the key to success to get the maximum profit of a company. Price indicators according to Graha (2016) are as follows:

- 1) Price affordability: Consumers can reach the price that has been set by the company so that many consumers buy the product.
- 2) Price according to ability or price competitiveness: Consumers often compare the price of a product with other products.
- 3) Price compatibility with product quality: Consumers often choose a higher price because they see a difference in quality.
- 4) Price compatibility with benefits: Consumers decide to buy a product if the perceived benefits are greater or equal to those they spend

### 2.4 Packaging

Packaging is the result of packaging or trade protective wrap which plays an important role in efforts to maintain quality and safety so that the products to be consumed can reach consumers so that proper packaging is needed. Packaging in this case is indicated to protect the product from the cause of damage both physically, chemically and mechanically. Therefore, packaging plays an important role in marketing because it will affect consumers' minds about product identity and product visuals.

According to Sudjadi (2019), packaging is defined as a container to increase the value and function of a product. Meanwhile, according to Maria (2018), packaging is defined as all activities of designing and producing containers or wrappers or packaging of a product. Packaging indicators according to Maria (2018) are divided into six elements, namely:

- 1) Colour: Color is the identity of the packaging before other visual features, so many products are better known through the color of the packaging. The color of the product can also accentuate the taste, composition, aroma. Color consistency can prevent competitors from imitating so that it will distinguish it from competitors.
- 2) Material: Every material used in packaging must be able to maintain the quality and quality of the product until it reaches the consumer. The use of the right and non-harmful materials will add to a good image in the eyes of consumers.
- 3) Form: The shape of the packaging is to support the creation of visual appeal. This form is usually determined by the nature of the product, technical considerations, sales conditions, display considerations and how to use.
- 4) Size: The right packaging size will increase sales volume because there is a relationship between the size of the packaging and the content of the product, in grams for solid products and milliliters for liquid products.
- 5) Logo: A packaging logo will make a product different and to build an emotional connection with the consumer. Logo creation must be simple and easy to understand, and must be able to convey the message in a product.
- 6) Typography (Text): Typography is necessary to communicate the name, function and facts of the product. The choice of typography affects how the print is read. Typography should be easy to read in terms of distance, understandable and informative.

## 2.5 Product quality

A product or service can be said to have good quality if it has met and exceeded customer expectations (Arianto, 2016). Suryati (2015) states that a product is said to be of quality if it is easy to use for the suitability of product features with the individual needs of customers.

To improve product quality, companies can implement the "Total Quality Management (TQM)" program. In addition to reducing product damage, the main goal of quality is to increase customer value. Product quality office according to Umar (2005) consists of:

- 1) Performance: related to the basic operating characteristics of the product.
- 2) Durability: how long or how long the product will last before it has to be replaced.
- 3) Conformance to specifications: that is, the extent to which the basic operating characteristics of a product meet certain specifications of consumers.
- 4) Additional features: are product characteristics that are designed to improve functionality or increase consumer interest in the product.
- 5) Reliability (reability): The possibility that the product may or may not work satisfactorily in a certain period.
- 6) Aesthetic (asthetic): related to how the appearance of the product can be seen from the appearance, taste, smell and shape of the product.
- 7) Perceived quality: the result of indirect use and measurement, because there is a possibility that consumers do not understand or lack information about the product in question.

## 2.6 Brand Image

Image of a brand is related to attitudes in the form of beliefs and preferences towards a brand, and consumers who have a positive image perception of a brand will be more likely to make a purchase (Suryati, 2015). According to Firmansyah (2019), a brand

image is defined as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services from one seller or group of sellers and differentiate from competitors' goods or services.

Brand image is important because it is the impression that a certain brand causes in the minds of customers. Therefore, the company must be able to create a product or service that has a positive brand image in the eyes of consumers continuously. This will have an impact on the opportunity for consumers to buy the brand in question will be very large. Brand Image indicators according to Firmansyah (2019) are as follows:

- 1) Corporate Image: It is a set of associations that consumers perceive towards the company that makes the product. Maker image includes popularity and credibility, maker image plays a big role in influencing consumer purchase decisions.
- 2) User Image: That is a set of associations that consumers perceive to the user who uses the product, which includes the lifestyle or personality of the user himself and his social status.
- 3) Product Image: A product image is a set of associations that consumers perceive a good or service, which includes product attributes, benefits for consumers, services, and product quality assurance.

## 2.7 Word of Mouth

Word of mouth marketing communication (WOM) is considered an independent marketing communication medium by companies, because it is carried out by consumers to other consumers and can benefit the company, the product is the object (Sudarso, 2016). This WOM process is not only from personal to personal but can also be by groups against other groups (Sampir, 2018). WOM is a reliable communication channel because it starts from customers who have consumed the product and get satisfaction and then recommend it to others about their experience (Sudarso, 2016).

Word of Mouth marketing indicators are marketing efforts that trigger consumers to the following (Manggra, 2013). The indicators of Word of Mouth marketing according to Manggra, (2013) are as follows:

- 1) Talking: Consumers talk about the product with other people so that there is a process of word of mouth communication.
- 2) Promotion: Consumers talk about products they have consumed and unconsciously promote them to others (friends or family).
- 3) Recommend: Consumers can recommend a product that they have bought to other people (friends or family).

## 2.8 Hipotesa

Research by Puji Muniarty et al (2021) stated that price has a positive effect and has a positive value on lifestyle on buying interest. This study confirms the findings of the previous study Satria (2107), so the first hypothesis (H1) is proposed that price affects buying interest.

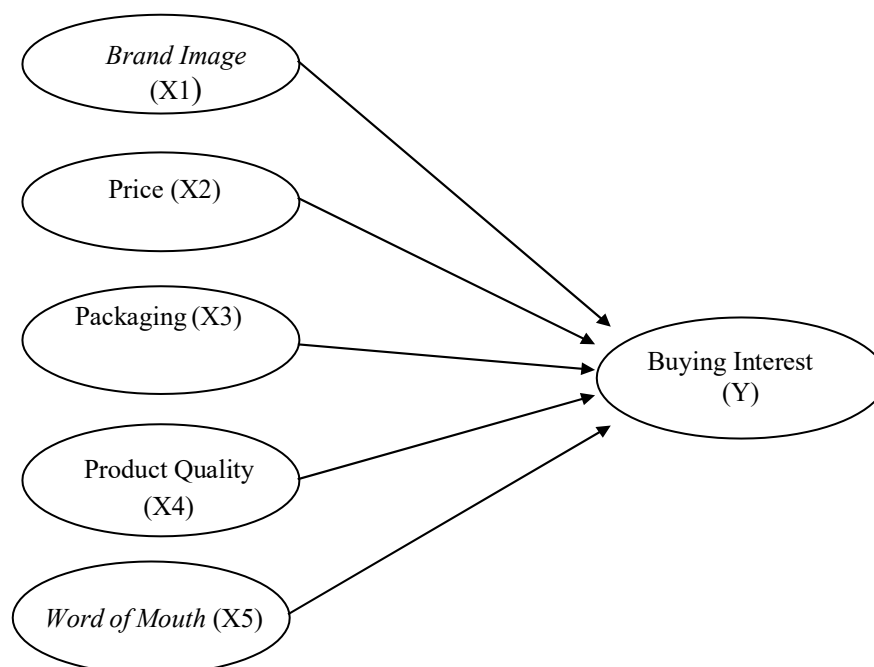
Alfin (2016) in his research found that packaging has a significant effect on consumer buying interest, which was confirmed by Mariska AW and Anwar M (2021 Musadad who stated that packaging has a significant relationship with buying interest, which means that it has a strong level of relationship. Therefore, the second hypothesis (H2) is proposed, namely Product packaging affects buying interest.

The quality of the product that consumers feel is one of the things that needs to be considered in marketing. The higher the quality, the more satisfied consumers will feel

and will affect their purchase intentions. Ramadhina, A (2021) found that the quality of the right product can increase consumer confidence and other brands to create a collaboration menu so that it can increase consumer buying interest. This is contrary to the previous research by Zainuddin, D (2018) which stated that product quality does not have a significant effect on consumer buying interest, so the third hypothesis (H3) is proposed that product quality affects buying interest

Manufacturers are obliged to maintain the brand image of their products well. A good brand image will give potential consumers a deep impression of the products offered and increase the chances of buying the product. The results of the research by Fauziah et al (2019) explain that brand image affects consumer buying interest. This study confirms the previous research of Daniel Sidharta, Helena (2017), Hatane Semuel Adi Suryanata Lianto (2014), and E. Desi Aristasri Rahayu Tri Astuti (2011), therefore the fourth hypothesis (H4) is proposed, namely Brand image affects buying interest.

The development of the times encourages people to want to be fast-paced and encourages consumers to be more selective in consuming the products they need. This climate demands that companies must be more precise in developing marketing strategies and one of the marketing strategies that is considered the most effective is the word of mouth (WOM) strategy. Word of mouth is able to convince potential consumers to buy because they have obtained good data about their target product from people around them (M., Andhanu et al 2014). In his research, Andhanu found that the word of mouth variable had a significant effect on the purchase decision variable. This research was confirmed by Revina Anisa Agnelia and Aditya Wardhana (2016) who also stated the same thing so that the fifth hypothesis (H5) was proposed that Word of Mouth affects buying interest. The conceptual framework in this study can be drawn as follows:



**Figure 1.** Conceptual Framework

### 3. Methods

This study uses a questionnaire as a form of survey and focuses on the variables studied in relation to empirical problems. The choice of answers using the likert scale is; 5 (strongly agree) to 1 (strongly disagree). The type of research used is quantitative research which is classified as causal associative research to look for causal relationships or influences (Sugiyono, 2008). The source of data for this research is primary data obtained through the distribution of questionnaires using google forms. The data analysis technique of this study is multiple regression which consists of: data quality test, namely reliability test and validity test, classical assumption test, determination coefficient test and hypothesis test with multiple regression equations. The data analysis technique uses SEM-PLS. The sampling technique in this study uses the accidental sampling method, namely sampling is carried out spontaneously to anyone who is considered suitable for the characteristics that have been determined (Payadnya, 2018).

### 4. Results and Discussion

#### 4.1 Respondent Description

The population in this study is students of the Faculty of Business and Humanities, Yogyakarta University of Technology (UTY) with a total of 5,441 people. The sample used in this study used the Slovin formula for 100 students, with an error rate set at 5%. Details of the response are as per the table below:

**Table 1.** Respondent Demographics

Variable	Frequency	%
Gender		
Man	40	40
Women	60	60
Age		
18 - 20	44	44
21 - 22	48	48
23 - 25	8	8

#### 4.2 Evaluasi Outer Model

**Table 2.** Loading Factor (Outer Loading)

	Brand Image	Price	Packaging	Product Quality	Buying Interest	Word of Mouth
BI1	0,757					
BI2a	0,868					
BI2b	0,881					
BI3a	0,853					
BI3b	0,834					
HA1a		0,757				
HA1b		0,762				
HA2		0,843				
HA3		0,865				
KE3b			0,812			
KE4a			0,82			
KE4b			0,823			
KE5a			0,718			
KE6a			0,76			
KE6b			0,778			
KP3a				0,791		
KP3b				0,779		

KP4				0,751		
KP6a				0,829		
KP6b				0,828		
MB1a					0,792	
MB1b					0,826	
MB2a					0,752	
MB2b					0,756	
MB3a					0,8	
MB3b					0,865	
WOM1a						0,793
WOM1b						0,806
WOM2						0,832
WOM3						0,768

**Table 3.** Loading Factor (Outer Loading)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.910	0.915	0.933	0.735
Price	0.856	0.933	0.900	0.692
Packaging	0.952	0.954	0.958	0.676
Product Quality	0.948	0.951	0.955	0.657
Buying Interest	0.880	0.881	0.909	0.627
Word Of Mouth	0.815	0.822	0.878	0.642

#### 4.3 Validity Test

Validity tests are needed to measure whether the research instrument has measured what it should be measured (Chin, 1995). The validity test in the PLS analysis uses the outer loading measure/loading factor, namely the Convergen Validity value  $> 0.70$  and the AVE value  $> 0.5$  (Chin et al, 1998) and the Discriminant validity value of HTMT  $< 0.90$  (Hair et al, 2017). The results of SEM-PLS processing of primary data according to Table 2 and Table 3 show that all data are valid because they meet convergen validity below 0.70 and AVE values above 0.50.

#### 4.4 Reliability Test

The reliability test in the PLS analysis uses Cronbach's alpha and Composite Reliability measures. The reliability test describes the extent of the consistency of the variable interval measured by a number of indicators. The minimum value of Cronbach's alpha and Composite reliability (CR) is 0.70 (Hair et al, 2017). The feasibility test may not be carried out if the validity test has been met, because a valid construct means reliable but a reliable construct is not necessarily valid (Cooper et.al 2006). The results of primary data processing according to Table 3 show that Cronbach's alpha and Composite reliability (CR) values are all above 0.70, which means that the data is reliable.



#### 4.5 Inner Model Evaluation

The results of SEM-PLS processing on the evaluation of the Inner Model which shows the relationship between the variables studied can be seen in Table 4 below:

**Table 4.** Path Coefficients – Mean, St Deviation, T Values, p Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	p values	Information
Brand Image ⇒ Buying Interest	0.300	0.296	0.119	2.524	0.012	Significant
Price ⇒ Buying Interest	-0.071	-0.071	0.115	0.621	0.535	In significant
Packaging ⇒ Buying Interest	0.302	0.313	0.133	2.268	0.023	Significant
Product Quality ⇒ Buying Interest	-0.039	-0.043	0.167	0.233	0.815	Insignificant
Word Of Mouth ⇒ Buying Interest	0.463	0.465	0.097	4.771	0.000	Significant

Based on Table 4, the relationship between the variables brand image and buying interest, packaging with buying interest, word of mouth with buying interest, each has a p-value of less than a significance level of 0.05 so that the relationship is declared significant. However, the relationship between the variables Price with buying interest and product quality with buying interest, has a p-value greater than the significance level of 0.05 so the relationship is not significant.

#### 4.6 Discussion

##### **The Influence of Brand Image on the Interest in Buying Toriyu Brand Bottled Drinking Water Products (AMDK) in Students of the Faculty of Business and Humanities, Yogyakarta University of Technology**

Based on the results of the analysis that has been carried out, it can be found that Brand Image has an effect on Buying Interest, this is found to be a p value of 0.012 where the number is smaller than the standard significance of 0.05 which means that there is a significant relationship or there is a significant influence between Brand Image and Buying Interest. This shows that the brand image of the Toriyu Brand bottled water product affects the buying interest of UTY students of the Faculty of Business and Humanities.

Brand image is a description of consumers' associations and beliefs about a particular brand. Toriyu's brand image currently does not provide consumer confidence to buy Toriyu products. There are several brand image indicators that need to be implemented (Anang, 2019), namely the corporate image, user image, and product image. From these three indicators, Toriyu's brand image can be created. Currently, Toriyu's brand image has not received a positive and attractive response so it has not been able to provide a good value in the eyes of consumers to get to know the product and be interested in buying.

From the results of the questionnaire distribution, consumers in this study chose to pay close attention to the brand image, so Toriyu must increase promotion to maintain and maintain a positive brand image so that it can further increase the purchasing power of

Toriyu in the bottled water sales market and can compete with brands that are present first.

From the results of the analysis, to improve the brand image of toriyu, you can use the following methods: (1) use the right communication channels to convey the brand message, including social media, websites, advertisements, and other publications and ensure that the message conveyed is consistent and reflects the values and identity of the brand; (2) Provide an exceptional customer experience, both online and offline and respond to feedback and complaints quickly and professionally and create loyalty programs or special offers for loyal customers; (3) continue to innovate with new products that meet the needs and desires of customers. Innovation shows that your brand is dynamic and always strives to give the best; (4) ensure the visual identity of the brand (logo, color, packaging design, etc.) is easily recognizable and professional; (5) Brand Storytelling is telling the story of the brand in an interesting and authentic way, this can be the history of the company, core values, or the story behind a particular product. Because good brand storytelling can build an emotional connection with customers; (6) Engage in positive social or environmental activities. Concrete actions in supporting communities or environmental preservation can improve brand image in the eyes of the public; (7) Cooperation with other brands that have a positive image or sponsor relevant and influential events can increase the visibility and image of the toriyu brand; (8) Encourage customers to leave positive reviews and testimonials. Good reviews from customers can strengthen the brand's reputation.

Toriyu is indeed still a newbie in the bottled water industry compared to other competitors, therefore Toriyu's brand image must continue to be built in order to make an impression in the minds of consumers (students) with the tagline "Toriyu, Refreshing Gulp." So that the slogan can be a market entry to attract consumer (students) to buy.

The results of this study are in line with and supported by previous research, including by Puji Muniarty et al (2021) and Satria (2107).

The Effect of Price on Buying Interest in Toriyu Brand Bottled Drinking Water Products (AMDK) in Students of the Faculty of Business and Humanities, Yogyakarta University of Technology,

Based on the results of the analysis that has been carried out, it can be found that the price has no effect on Buying Interest, this is found to be a p value of 0.535, where the figure is greater than the standard significance of 0.05 which means that there is no significant relationship or no significant influence between price and Buying Interest. This shows that the price of Toriyu Brand bottled water does not affect the buying interest of UTY students of the Faculty of Business and Humanities.

Price affordability, price according to ability or price competitiveness, price suitability with product quality and price suitability with benefits have been proven by consumers who act as buyers and users that Toriyu prices have met the good criteria for these four indicators so that consumers ignore prices. Toriyu is also a bottled mineral water product that is a primary need that must be met for consumers regardless of place and time so that consumers (students) consider that there is no need to consider the price.

From the analysis obtained, consumers (students) who buy Toriyu tend to want the benefits of the water immediately to quench thirst and the selling price of Toriyu products with other brands of mineral water has an average difference that is not much different. With a price difference of only Rp. 500 – Rp. 1000, that is what makes consumers (students) not question the price of Toriyu. Because the prices offered are still general

and not too expensive so that they can be reached and can be purchased with the pocket money they have.

The results of this study are in line with and supported by the research of Anisa Wahyuni et al (2022) that Price does not have a significant effect on buying interest and the most influential is discounts or discounts.

### **The Effect of Packaging on the Interest in Buying Evita Brand Bottled Drinking Water Products (AMDK) in Students of the Faculty of Business and Humanities, Yogyakarta University of Technology**

Based on the results of the analysis that has been carried out, it can be found that packaging affects buying interest, this was found to have a p value of 0.023, where the number is smaller than the standard significance of 0.05 which means that there is a significant relationship or there is a significant influence between packaging and buying interest. This shows that the packaging of Toriyu brand bottled water products affects the buying interest of UTY students of the Faculty of Business and Humanities.

The reason why packaging elements are very important to consumers is because Toriyu has not met the proper packaging elements and has not carried out its function properly so that it has not been accepted by all consumers. Packaging is a container to increase the value and function of a product, therefore it is necessary to improve and innovate packaging in order to increase buying interest in Toriyu.

From the results obtained, consumers (students) are very concerned about the Toriyu product, starting from the material, the color of the water, the net of the mineral water, and the size of the packaging. So that students tend to still have an interest in comparing toriyu packaging with other available brands. Therefore, students are still considering packaging in buying Toriyu mineral water.

The element of bottled drinking water packaging (AMDK) is very important for consumers for the following reasons: (1) Packaging is the first thing that consumers see. A good first impression can grab consumers' attention and make them interested in trying the product; (2) Consumers expect packaging that shows that the product is safe and clean to consume. Good packaging can give confidence that the water inside is free of contamination; (3) Packaging that is easy to carry and use is an important factor, especially for drinking water. The ergonomic and practical packaging design makes consumers more comfortable using it in various situations; (4) Packaging provides important information about the product, such as expiration date, composition, water origin, and other information that consumers need to make an informed purchasing decision; (5) Attractive and high-quality packaging can improve the brand image in the eyes of consumers. Brands that have attractive packaging tend to be considered more premium and high-quality; (6) More and more consumers care about the environment. Eco-friendly or recyclable packaging provides added value and can influence consumer purchasing decisions; (7) Aesthetic packaging design can improve the visual appeal of the product. Packaging that has an attractive and modern design tends to be preferred by consumers; (8) Well-designed packaging makes it easy to store, whether at home, in a vehicle, or anywhere else. This includes packaging that can be resealed or that has a suitable size for various needs; (8) Unique and different packaging from competitors helps products stand out on store shelves. This differentiation is important in attracting consumers' attention in a market full of similar products.

Some packaging offers additional features such as built-in filters, custom designs for quick cooling, or refillable packaging. These features provide added value that can be the

reason consumers choose the product. By understanding the importance of packaging elements, bottled water manufacturers can design packaging that is not only visually appealing, but also functional, safe, and environmentally friendly, all of which contribute to consumer satisfaction and increased sales.

The results of this study are in line with and supported by previous research, namely Ramadhina, A (2021), M., Andhanu et al (2014), and Revina Anisa Agnelia (2016).

### **The Effect of Product Quality on Interest Buy Evita Brand Bottled Drinking Water Products (AMDK) for Students of the Faculty of Business and Humanities, Yogyakarta University of Technology**

Based on the results of the analysis that has been carried out, it can be found that product quality has no effect on Buying Interest, this was found to have a p value of 0.815, where the number is greater than the significance standard of 0.05 which means that there is no significant relationship or no significant influence between quality and buying interest. This shows that the quality of Toriyu Brand bottled water does not affect the buying interest of UTY Faculty of Business and Humanities students.

Product quality is performance, durability, conformance to specifications, features, reliability, aesthetics and perceived quality. If these seven criteria have been fulfilled properly, consumers will feel satisfied and the quality of the product is proven to be of high quality so that consumers' buying interest is maintained.

Consumers who already believe in good quality by proving themselves so that they know that the satisfaction and benefits of the product have been achieved prefer to ignore the quality of Evita products. This happened because Evita herself also implemented a double security system on bottle caps and was tested for cleanliness by BPOM and tested for halal by MUI. For this reason, in order to prevent a decrease in buying interest due to the influence of product quality, the quality of Evita products must be maintained and maintained in order to increase and attract more consumer buying interest in Evita.

From the results of the analysis, it was found that the quality of Toriyu water with other brands also tends to be the same. Consumers (students) stated that they find it difficult to assess the quality of mineral water products from which brand is the best among all the brands provided. If you want to prove the quality of mineral water from various brands, it takes a long time to research in the laboratory regarding the water content in it. And it is also known that the average mineral water sold outside is also not produced by companies that do not have a distribution permit so that it has undergone clinical testing, clean, and safe. Therefore, the quality of Toriyu products is not a consideration for consumers (students) when buying mineral water because the final result of mineral water is all the same, namely eliminating thirst.

### **The Influence of Word of Mouth on the Interest in Buying Evita Brand Bottled Drinking Water Products (AMDK) in Students of the Faculty of Business and Humanities, Yogyakarta University of Technology**

Based on the results of the analysis that has been carried out, it can be found that words of mouth have an effect on buying interest, this is found to be a p value of 0.000, where the number is smaller than the standard significance of 0.05 which means that there is a significant relationship or there is a significant influence between words of mouth and buying interest. This shows that the words of mouth of Toriyu brand bottled water products affect the buying interest of students of the Faculty of Business and Humanities UTY.

As is known, word of mouth contains praise, recommendations, comments, testimonials and consumer reviews so that it indirectly promotes a product from various sides. Word of mouth can be a reason for a consumer to try out their own experience by trying and proving it so as to attract them to become regular customers. Because Toriyu's word of mouth is good in the eyes of consumers, it can encourage buying interest itself.

Consumers (students) are social creatures who easily interact with others without knowing where and when. Consumer (student) interaction can be through various ways both outside the organization held on campus and outside the campus. Because of this interaction, it resulted in word-of-mouth conversations about various things, one of which was about Toriyu. Curiosity about Toriyu will arise from consumers (students) who do have a tendency to try new things.

From the results of the analysis obtained who are Toriyu consumers, it is obtained that consumers (students) who have tried Toriyu will make testimonials and reviews from the positive and negative sides so that it is easy to spread among other consumers (students) both face to face and through chat rooms. This can affect the interest of other consumers (students) to prove themselves. So, after that, consumers (students) will compare Toriyu with other brands that have been tried before. Unknowingly, this action can indirectly promote Toriyu among other consumers (students) who have never tried it. Therefore, word of mouth has a great influence in increasing students' interest in buying.

The results of this study are in line with and supported by previous research, namely Ramadhina, A (2021), M., Andhanu et al (2014), and Revina Anisa Agnelia (2016).

## 5. Conclusion

Based on the discussion of the results of the research related to price, packaging, product quality, brand image and word of mouth on the buying interest of Toriyu brand Bottled Drinking Water (AMDK) products in students of the Faculty of Business and Humanities UTY, the following conclusions were obtained: (1) Partially, the variables that affect the buying interest of Toriyu brand bottled water are Brand Image, packaging and word of mouth, while the price and product quality variables did not affect the buying interest of Toriyu brand bottled water in students of the Faculty of Business and Humanities UTY; (2) Price and product quality variables have no effect on the buying interest of Toriyu brand bottled water products; (3) The word of mouth variable is the largest factor and has a significant effect on buying interest, as well as the packaging and word of mouth variables also have a significant effect on buying interest. For this reason, producers must pay more attention to the three points above in an effort to increase their sales.

This research focuses on students of the Faculty of Business and Humanities, Yogyakarta University of Technology (UTY) with a total of 5,441 people, and the sample is 100 students. Of course, this does not describe the conditions for one province of the Special Region of Yogyakarta, but nevertheless it can be used as an initial indicator for the development of a product. For this reason, the next research is open, namely the expansion in terms of population and research samples, as well as in terms of discussion topics.

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