

The Influence of Product Quality and Price on Consumer Purchase Decisions for Cleo Brand Drinking Water Products in South Tambun 07 Junior High School

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Abstract: This study aims to analyze the influence of product quality and price on purchasing decisions for Cleo brand bottled drinking water (AMDK) among consumers at SMP Negeri 07 Tambun Selatan. This study used a quantitative approach with a survey method involving 100 consumers as the population and sample, selected through convenience sampling. Data were collected through questionnaires, observation, and documentation and analyzed using IBM SPSS Statistics 26 through validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination tests. The results showed that product quality had a positive and significant effect on purchasing decisions ($t = 9.047$; $p < 0.001$), while price also had a positive and significant effect ($t = 2.739$; $p = 0.007$). Simultaneously, product quality and price had a significant effect on purchasing decisions ($F = 55.000$; $p < 0.001$), with an R^2 value of 0.531, indicating that 53.1% of the variation in purchasing decisions was explained by the two variables. The study concludes that product quality and price are significantly associated with purchasing decisions for Cleo brand AMDK among the respondents.

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Introduction

Water is a basic necessity that is inseparable from daily life, and its fulfillment is increasingly being met through bottled drinking water (AMDK) products as people's lifestyles change towards practicality (Nazava, 2023). This shift in consumption patterns has driven an increase in demand for bottled water in Indonesia and opened up significant opportunities for producers to expand market share as competition continues to grow (Febriana et al., 2025; Isma, 2023). This condition forces every company to be able to build a competitive advantage by strengthening brand image, improving product

quality, and setting prices that are in line with consumer purchasing power. Relatively stable economic growth has also intensified business competition, requiring companies not only to present product innovations but also to be able to understand the factors that influence consumer purchasing decisions. In this context, Cleo, as one of the bottled water brands in Indonesia, strives to build excellence through various quality claims, such as the implementation of ISO 22000:2005 standards, low inorganic mineral content, the use of pure plastic in packaging, and additional protection on gallon products to maintain cleanliness until received by consumers.

Changes in consumer behavior are also influenced by the development of digital technology, which makes it easier for people to obtain information about product quality and prices before making a purchase. Lestari and Wibowo (2022) explain that consumer judgment is no longer solely based on direct experience but is also influenced by reviews and comparisons of information available through digital media. This condition also affects young consumers, including students, who are increasingly accustomed to obtaining product information from various media. Furthermore, the characteristics of student consumers who still rely on pocket money make price a crucial consideration when choosing daily necessities, including bottled water (Ihsan, Lestari, & Pratama, 2024). On the other hand, product quality remains a concern because it is related to consumption safety, production standards, and quality assurance provided by the company (Ningsih, 2025). Therefore, companies need to maintain a balance between product quality and pricing strategy to continue to meet consumer expectations amidst increasingly competitive markets.

Price is one of the factors most frequently considered by consumers when making purchasing decisions. Price differences between products encourage consumers to compare affordability, price-to-quality ratio, price competitiveness, and the benefits of the product they purchase. Price-sensitive consumers tend to choose products with lower prices, while consumers who already have brand loyalty generally maintain their choice even when lower-priced alternatives are available. Furthermore, product quality is also an important factor because it can shape consumers' perceived value, so these two variables are thought to play a complementary role in influencing purchasing decisions.

Various previous studies have shown inconsistent results regarding the influence of product quality and price on purchasing decisions. Firdausi et al. (2024), Octavia et al. (2022), and Ardiansa and Siregar (2022) concluded that price has a positive influence on purchasing decisions. However, Amalia and Fauziah (2018) found that for Cleo brand bottled water, purchasing decisions are influenced not only by price but also by product quality. Hertina and Wulandari (2022) also stated that product quality and price simultaneously contribute to purchasing decisions. Furthermore, research on other brands of bottled water also shows that product quality, price, and brand image are important factors in influencing consumer purchasing decisions (Subagyo & Febriana, 2020; Indrianto & Anggraeni, 2021). However, no research has been found specifically examining the influence of product quality and price on purchasing decisions for Cleo brand bottled water among consumers at SMP Negeri 07 Tambun Selatan, thus there is still a research gap that requires further study.

Based on these conditions, this study aims to analyze the influence of product quality on purchasing decisions, the influence of price on purchasing decisions, and the influence of product quality and price simultaneously on purchasing decisions for Cleo brand AMDK consumers at SMP Negeri 07 Tambun Selatan. This study is important to provide an overview of the purchasing behavior of student-aged consumers who have different characteristics from other consumer groups and to become evaluation material for companies in developing strategies to improve product quality and set more competitive prices. The novelty of this study lies in the research object which specifically focuses on consumers of Cleo brand AMDK in the SMP Negeri 07 Tambun Selatan environment, which has not been widely studied in previous studies, so it is expected to be able to provide academic and practical contributions to the development of consumer behavior studies and marketing strategies.



Research Methods

This study uses a quantitative approach with a survey method to analyze the influence of product quality and price on purchasing decisions for Cleo brand bottled drinking water (AMDK) among consumers at SMP Negeri 07 Tambun Selatan. The quantitative approach was chosen because it is able to process numerical data so that the relationship between variables can be tested empirically through statistical analysis. According to Sutanto Leo in Arifudin (2023), quantitative research is oriented towards collecting and processing numerical data to explain, predict, or control a phenomenon, while Arifudin (2024) emphasized that this approach emphasizes testing the relationship between variables using statistical analysis techniques. This study is a causal associative study because it aims to test the influence of product quality as the first independent variable and price as the second independent variable on purchasing decisions as the dependent variable through multiple linear regression analysis (Sundari et al., 2024). The study was conducted at SMP Negeri 07 Tambun Selatan, Bekasi Regency, West Java, with data collection from May to June 2026.

Research data were collected through observation, questionnaires, and documentation studies. Observations were conducted to obtain an overview of the conditions of the research object, while questionnaires were used as the main instrument in obtaining primary data from respondents. According to Sugiyono in Arifudin (2023), a questionnaire is a data collection technique carried out through a series of written questions answered directly by respondents according to the conditions experienced. The research instrument was compiled based on indicators for each variable, namely product quality which includes product performance, reliability, durability, and conformity to specifications; price which includes price affordability, suitability of price to product quality, price competitiveness, and suitability of price to benefits; and purchasing decisions which include product purchasing confidence, product purchasing habits, recommendations to others, and repeat purchases. All statement items were measured using a five-point Likert scale, namely strongly agree, agree, somewhat agree, disagree, and strongly disagree (Sugiyono, 2023; Alfito, 2024).

Data analysis was conducted in stages through data quality testing, consisting of validity and reliability tests, to ensure each instrument was able to measure the research variables accurately and consistently (Sugiyono, 2023). Next, a classical assumption test was conducted before multiple linear regression analysis was applied. Hypothesis testing was conducted through a partial test (t-test) to determine the effect of each independent variable on purchasing decisions and a simultaneous test (F-test) to examine the effect of product quality and price together on purchasing decisions (Permatasari et al., 2021; Setiawati et al., 2021; Sundari et al., 2024). The model's ability to explain variations in purchasing decisions was analyzed using the coefficient of determination (R^2), while the magnitude of the influence of each independent variable was analyzed through multiple linear regression (Ningsih & Dukalang, 2021).

The population in this study was all 100 students of SMP Negeri 07 Tambun Selatan who met the characteristics of consumers of the Cleo brand of bottled water. Sugiyono (2023) explains that a population is all objects or subjects that have certain characteristics according to the research objectives. The sampling technique used nonprobability sampling with a convenience sampling method, namely respondents were selected based on ease of access as long as they met the research criteria. The determination of the sample size refers to Hair et al. (2021), who recommend a sample size in the range of 100 to 200 respondents so that the research model meets the needs of statistical analysis. Based on these considerations, the study determined 100 respondents as the research sample.

The research began with the development of research instruments based on operational definitions and indicators for each variable. The instruments were then tested for validity and reliability before being used in data collection. The next step was to distribute questionnaires to respondents who met the research criteria, supported by field observations and documentation as complementary data sources. The collected data were then processed using IBM SPSS Statistics 26 through data quality testing, classical assumption testing, multiple linear regression analysis, partial tests, simultaneous tests, and coefficients of determination. The results of the analysis were used to answer the research problem formulation regarding the influence of product quality and price on purchasing decisions for Cleo brand bottled water among consumers at SMP Negeri 07 Tambun Selatan objectively and empirically.



Results and Discussion

Data Description

Data processing using IBM SPSS Statistics involved 100 respondents as the research sample. The results of frequency analysis and descriptive statistics show that all items in the variables Product Quality (X_1), Price (X_2), and Purchase Decision (Y) have a valid N of 100, with no missing data (0). Thus, all respondent data is declared complete and suitable for use in the next analysis stage.

1. Respondent Characteristics Based on Gender

This study involves three variables, Product Quality (X_1) and Price (X_2) as independent variables, and Purchase Decision (Y) as the dependent variable, each of which is operationalized into 8 statement items and measured using a Likert scale (range 1–5).

Table 1. Respondent Characteristics Based on Gender

Gender	Amount	Percentage
Man	40	40%
Woman	60	60%
Total	100	100%

Of the 100 respondents, the majority were female (60 people, or 60%), while 40 were male (40%). This difference in proportions is not particularly large, so the gender composition of respondents can still be said to be relatively balanced.

2. Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age Type

Age	Amount	Percentage
15-24 years	100	100%
25 – 35 years old	0	0
Total	100	100%

All respondents were aged 15–24, indicating that the study's findings on Product Quality, Price, and Purchasing Decisions represent adolescent consumer perspectives.

Data Quality

Data quality testing was conducted to ensure that the instruments measuring Product Quality, Price, and Purchasing Decisions met the requirements for a valid measurement tool. The testing included validity and reliability tests, all processed using IBM SPSS Statistics.

1. Validity Test

Validity was tested through Pearson correlation, by comparing the score of each statement item to the total score of each variable. An item is declared valid if the calculated r value exceeds the table r value (0.196) with a significance level of <0.05 .

Table 3. Results of the Validity Test of the Product Quality Variable (X_1)

Item	r Count	r Table	Sig.	Information
X1.1	0.431	0.196	<0.001	Valid
X1.2	0.577	0.196	<0.001	Valid
X1.3	0.643	0.196	<0.001	Valid
X1.4	0.639	0.196	<0.001	Valid
X1.5	0.580	0.196	<0.001	Valid
X1.6	0.595	0.196	<0.001	Valid
X1.7	0.696	0.196	<0.001	Valid
X1.8	0.494	0.196	<0.001	Valid
X1.9	0.548	0.196	<0.001	Valid
X1.10	0.553	0.196	<0.001	Valid

Source: SPSS output, 2026 (processed).

All ten statement items in the Product Quality variable were proven valid, indicated by a calculated r that consistently exceeded 0.196 and significance below 0.001 for each item.

Table 4. Results of the Validity Test of the Price Variable (X2)

Item	r Count	r Table	Sig.	Information
X2.1	0.639	0.196	<0.001	Valid
X2.2	0.640	0.196	<0.001	Valid
X2.3	0.470	0.196	<0.001	Valid
X2.4	0.587	0.196	<0.001	Valid
X2.5	0.587	0.196	<0.001	Valid
X2.6	0.496	0.196	<0.001	Valid
X2.7	0.600	0.196	<0.001	Valid
X2.8	0.554	0.196	<0.001	Valid
X2.9	0.512	0.196	<0.001	Valid
X2.10	0.651	0.196	<0.001	Valid

Source: SPSS output, 2026 (processed).

A similar pattern occurs in the Price variable: all ten items (X2.1–X2.10) are declared valid because the calculated r value exceeds the table r with a significance of <0.001.

Table 5. Results of the Validity Test of the Purchase Decision Variable (Y)

Item	r Count	r Table	Sig.	Information
Y1	0.462	0.196	<0.001	Valid
Y2	0.636	0.196	<0.001	Valid
Y3	0.550	0.196	<0.001	Valid
Y4	0.672	0.196	<0.001	Valid
Y5	0.543	0.196	<0.001	Valid
Y6	0.474	0.196	<0.001	Valid
Y7	0.659	0.196	<0.001	Valid
Y8	0.625	0.196	<0.001	Valid
Y9	0.518	0.196	<0.001	Valid
Y10	0.592	0.196	<0.001	Valid

Source: SPSS output, 2026 (processed).

Likewise, for the Purchase Decision variable: all ten items (Y1–Y10) were declared valid, so they are suitable for use as research instruments.

2. Reliability Test

Reliability was tested to determine the consistency of respondents' responses to each statement. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.70.

Table 6. Reliability Test Results

Variables	Cronbach's Alpha	Standard	N of Items	Information
Product Quality (X1)	0.766	0.70	10	Reliable
Price (X2)	0.775	0.70	10	Reliable
Purchase Decision (Y)	0.772	0.70	10	Reliable

Source: SPSS output, 2026 (processed).

The three variables Product Quality (0.766), Price (0.775), and Purchase Decision (0.772) all exceeded the minimum threshold of 0.70. This means each instrument has good internal consistency and is suitable for use in the next stage of analysis.

Classical Assumption Test

1. Normality Test

Normality testing was performed using the One-Sample Kolmogorov-Smirnov Test on Unstandardized Residual values. The model is said to meet the normality assumption if the significance (Asymp. Sig.) is above 0.05.

Table 7. Results of the One-Sample Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	100
Normal Parameters - Mean	0.0000000
Normal Parameters - Std. Deviation	3.27212462
Most Extreme Differences - Absolute	0.086
Most Extreme Differences - Positive	0.086
Most Extreme Differences - Negative	-0.060
Test Statistics	0.086
Asymp. Sig. (2-tailed)	0.067
Monte Carlo Sig. (2-tailed)	0.066
99% Confidence Interval - Lower Bound	0.059
99% Confidence Interval - Upper Bound	0.072

Source: SPSS output, 2026 (processed).

Both the Asymp. Sig. (0.067) and Monte Carlo Sig. (0.066) values are above the 0.05 threshold, so the residuals of the regression model can be concluded to be normally distributed. This indication is reinforced by the Normal PP Plot graph, where the observation points tend to follow the diagonal line, indicating that the residuals are normally distributed.

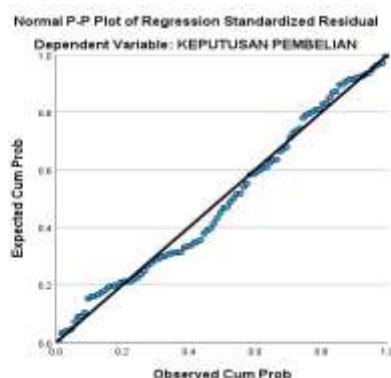


Figure 1. Normal PP Plot of Regression Standardized Residual

2. Heteroscedasticity Test

This test identifies differences in the level of residual dispersion between observations, using the Glejser test with the absolute value of the residual (ABS_RES) as the dependent variable. The model is categorized as homoscedastic if the significance of all independent variables exceeds 0.05.

Table 8. Model Summary of Heteroscedasticity Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.152	0.023	0.003	1.86119

Source: SPSS output, 2026 (processed).

Table 9. ANOVA Heteroscedasticity Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7,981	2	3,991	1,152	0.320
Residual	336,010	97	3,464		
Total	343,991	99			

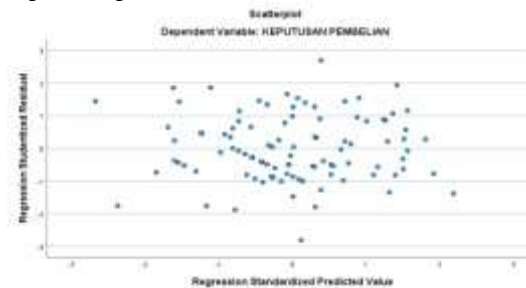
Source: SPSS output, 2026 (processed).

Table 10 Coefficients of Heteroscedasticity Test

Model	Unstandardized B	Std. Error	Standardized Beta	T	Sig.
(Constant)	2,233	1,870		1,195	0.235
Product Quality	-0.042	0.041	-0.105	-1,009	0.316
Price	0.054	0.040	0.141	1,360	0.177

Source: SPSS output, 2026 (processed).

Both independent variables, Product Quality (Sig. 0.316) and Price (Sig. 0.177), showed significance above 0.05, indicating no heteroscedasticity in the model. This finding is consistent with the distribution pattern in the scatterplot graph, which shows residual points randomly scattered around the zero value without forming a specific pattern.

**Figure 2. Scatterplot of Heteroscedasticity Test**

3. Multicollinearity Test

Because this study uses two independent variables (Product Quality and Price) at once, the potential for multicollinearity needs to be checked through the Tolerance and VIF values.

Table 11. Multicollinearity Test Results

Model	Variables	Tolerance	VIF	Information
1	Product Quality	0.931	1,074	There is no multicollinearity
1	Price	0.931	1,074	There is no multicollinearity

Source: SPSS output, 2026 (processed).

The Tolerance value of both variables (0.931) is far above the minimum limit of 0.10, while the VIF (1.074) is far below the threshold of 10. Thus, there is no high correlation between the independent variables, and the model is declared free from multicollinearity problems.

4. Linearity Test

Linearity testing ensures that the relationship between the independent and dependent variables follows a straight line pattern, with a significance value criterion of Deviation from Linearity > 0.05.

Table 12. ANOVA Table Testing Linearity of Purchase Decisions * Product Quality

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1313,454	20	65,673	5,470	<0.001
Linearity	1120,030	1	1120,030	93,282	<0.001
Deviation from Linearity	193,424	19	10,180	0.848	0.645
Within Groups	948,546	79	12,007		
Total	2262,000	99			

Source: SPSS output, 2026 (processed).

Table 13. Measures of Association of Product Quality with Purchasing Decisions

Connection	R	R Squared	Eta	Eta Squared
Purchasing Decision * Product Quality	0.704	0.495	0.762	0.581

Source: SPSS output, 2026 (processed).

The Deviation from Linearity value for the Product Quality–Purchase Decision relationship is 0.645 (above 0.05), indicating a linear relationship between the two variables. Meanwhile, the Linearity component itself is.

Table 14. ANOVA Table Linearity Test of Purchase Decision * Price

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	539,219	20	26,961	1,236	0.249
Linearity	307,701	1	307,701	14,110	<0.001
Deviation from Linearity	231,518	19	12,185	0.559	0.924
Within Groups	1722,781	79	21,807		
Total	2262,000	99			

Source: SPSS output, 2026 (processed).

Table 15. Measures of Association of Price with Purchasing Decisions

Connection	R	R Squared	Eta	Eta Squared
Purchase Decision * Price	0.369	0.136	0.488	0.238

A similar pattern is seen in the Price–Purchase Decision relationship, with a Deviation from Linearity of 0.924, well above 0.05. Thus, both independent variables (Product Quality and Price) both fulfill the linearity assumption regarding Purchasing Decisions.

Hypothesis Testing

1. Partial (t) Test

The t-test measures the extent to which each independent variable contributes individually to the Purchasing Decision, with a significance criterion of <0.05.

Table 16. t-Test Results

Variables	B	Std. Error	Beta	t	Sig.	Information
Product Quality (X1)	0.663	0.073	0.652	9,047	<0.001	Significant
Price (X2)	0.193	0.071	0.197	2,739	0.007	Significant

Source: SPSS output, 2026 (processed).

Product Quality ($t = 9.047$; $p < 0.001$) and Price ($t = 2.739$; $p = 0.007$) both had positive and significant partial effects on Purchasing Decisions.

2. Simultaneous Test (f)

The F test assesses the ability of the two independent variables collectively to influence Purchasing Decisions, with a significance criterion of <0.05.

Table 17. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1202,027	2	601,013	55,000	<0.001
Residual	1059,973	97	10,928		
Total	2262,000	99			

Source: SPSS output, 2026 (processed).

The F-test results show an F-value of 55,000 with a significance level of <0.001. Since the significance value is less than 0.05, product quality and price simultaneously have a significant effect on purchasing decisions. Therefore, the regression model used in this study is suitable for explaining the relationship between variables.

3. Coefficient of Determination Test

Table 18. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.729	0.531	0.522	3,30569

Source: SPSS output, 2026 (processed).

The R value of 0.729 indicates a strong and positive relationship between Product Quality, Price, and Purchase Decision. The R Square value (0.531) indicates that 53.1% of the variation in

Purchase Decision can be explained by the two independent variables, while the remaining 46.9% is influenced by other factors outside the model such as promotion, location, brand perception, service quality, or customer experience. The Adjusted R Square value (0.522) confirms that, after considering the number of variables and sample size, the model still has an explanatory power of 52.2%. an achievement that is quite good.

4. Regression Coefficient

Regression analysis is a statistical method used to identify patterns of relationships, the direction of influence, and the magnitude of the contribution made by independent variables to the dependent variable. In this study, regression testing is divided into two forms of analysis: simple linear regression and multiple linear regression. Simple linear regression is used to test the influence of each independent variable on the dependent variable individually, while multiple linear regression is used to analyze the influence of Product Quality and Price simultaneously in explaining changes in Purchasing Decisions.

Multiple Linear Regression

Considering that this study uses two independent variables, multiple linear regression analysis was applied using the Enter variable selection method.

Table 19. Variables Entered/Removed Multiple Linear Regression

Model	Variables Entered	Variables Removed	Method
1	Price, Product Quality	.	Enter

Source: SPSS output, 2026 (processed).

Table 20. Multiple Linear Regression Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.729	0.531	0.522	3,30569

Source: SPSS output, 2026 (processed).

Table 21 Multiple Linear Regression ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1202,027	2	601,013	55,000	<0.001
Residual	1059,973	97	10,928		
Total	2262,000	99			

Source: SPSS output, 2026 (processed).

Table 22. Multiple Linear Regression Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	5,292	3,321		1,594	0.114
Product Quality	0.663	0.073	0.652	9,047	<0.001
Price	0.193	0.071	0.197	2,739	0.007

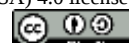
Based on the coefficients table, the regression equation formed is:

$$Y = 5.292 + 0.663X_1 + 0.193X_2$$

The constant of 5.292 indicates that without the influence of Product Quality or Price ($X_1 = X_2 = 0$), the basic value of the Purchase Decision is estimated to be at 5.292.

The regression coefficient of Product Quality (0.663) is positive: each one-unit increase in Product Quality, assuming a constant Price, will increase the Purchase Decision by 0.663 units. A similar pattern applies to Price, where each one-unit increase in perceived Price (with constant Product Quality) will increase the Purchase Decision by 0.193 units.

A comparison of Standardized Beta values shows that Product Quality (0.652) contributes significantly more than Price (0.197). In other words, of the two predictors, Product Quality plays the most dominant role in shaping Purchase Decisions in this model.



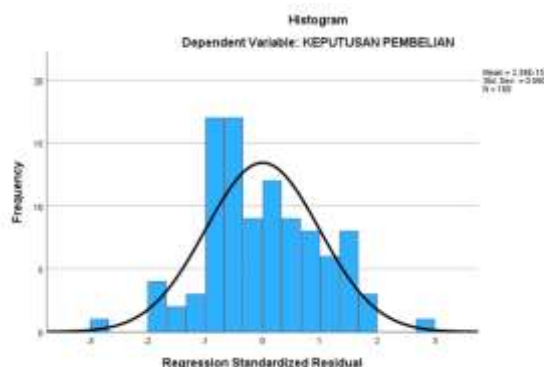


Figure 3. Multiple Linear Regression Residual Histogram

Table 23. Residuals Statistics of Multiple Linear Regression

Statistics Residual	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	28,4950	45,4274	37,8000	3.48449	100
Std. Predicted Value	-2,670	2,189	0,000	1,000	100
Standard Error of Predicted Value	0.332	1,094	0.548	0.166	100
Adjusted Predicted Value	27,9412	45,7020	37,7876	3.49886	100
Residual	-9,21786	8.84290	0.00000	3,27212	100
Std. Residual	-2,788	2,675	0,000	0.990	100
Stud. Residual	-2,807	2,691	0.002	1,005	100
Deleted Residual	-9,33776	8.94731	0.01244	3.37727	100
Stud. Deleted Residual	-2,913	2,783	0.003	1,015	100
Expensive. Distance	0.011	9,848	1,980	1,885	100
Cook's Distance	0,000	0.109	0.011	0.019	100
Centered Leverage Value	0,000	0.099	0.020	0.019	100

Source: SPSS output, 2026 (processed).

Discussion of Research Results

The Influence of Variable X1 on Variable Y

The test results confirm that Product Quality has a positive and significant influence on Purchasing Decisions, as evidenced by the regression coefficient of 0.663, t-value of 9.047, and significance <0.001 in multiple regression. This finding is consistent with the results of simple regression, which showed a coefficient of 0.716 with similar significance. In other words, the higher consumers' perception of product quality, the greater their tendency to purchase.

This finding is supported by descriptive data: the Product Quality variable recorded an average of 3.809 per item, classified as high, indicating a positive assessment by the majority of respondents. Indicators X1.9 and X1.3 recorded the highest mean values, indicating that these two aspects are most appreciated by consumers. Overall, with a Standardized Beta value of 0.652, which exceeds Price, Product Quality emerged as the most dominant variable in this research model.

The Influence of Variable X2 on Variable Y

Price also proved to have a positive and significant effect on Purchasing Decisions, with a regression coefficient of 0.193, a t-test of 2.739, and a significance of 0.007 in multiple regression, consistent with the results of simple regression (coefficient of 0.361, significance <0.001). This means that the more positive consumers' assessment of the price aspect, the greater their tendency to make purchasing decisions.

Descriptive data shows that the average price of 3.753 per item is also considered high, indicating a tendency for respondents to respond positively. However, its contribution remains lower than that of Product Quality, as reflected in the lower Standardized Beta value (0.197 compared to 0.652). Price remains a determining factor, but its role is not as dominant as Product Quality in this model.

The Influence of Variables X1 and X2 on Variable Y

Simultaneously, Product Quality and Price are proven to have a significant effect on Purchasing Decisions, indicated by the calculated F of 55,000 with a significance of <0.001 . The coefficient of determination (R Square) value of 0.531 confirms that 53.1% of the variation in Purchasing Decisions can be explained by these two variables, while the remaining 46.9% is influenced by other factors outside the model. This achievement indicates that the regression model built has sufficient explanatory power, considering that more than half of the variation in Purchasing Decisions has been captured by the two predictors.

The reliability of this model is also supported by the results of the classical assumption test which are all fulfilled: Kolmogorov-Smirnov significance of 0.067 (normally distributed residuals), Deviation from Linearity values of 0.645 (Product Quality) and 0.924 (Price) respectively which indicate a linear relationship, Tolerance of 0.931 and VIF of 1.074 which proves there is no multicollinearity, as well as the results of the Glejser test (significance of 0.316 for Product Quality and 0.177 for Price) which confirms the absence of heteroscedasticity symptoms. With the fulfillment of all these assumptions, the regression model in this study can be said to be feasible and reliable to explain the relationship between Product Quality, Price, and Purchasing Decisions.

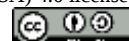
Conclusion

This study shows that product quality and price are factors that influence the purchasing decision of Cleo brand Bottled Drinking Water (AMDK) among consumers at SMP Negeri 07 Tambun Selatan. The results of the analysis prove that product quality has a positive and significant effect on purchasing decisions, which indicates that the better consumers' perceptions of product quality, the higher their tendency to choose and purchase Cleo brand AMDK. Price is also proven to have a positive and significant effect on purchasing decisions, so that affordability and suitability of price with product quality and benefits are important considerations for consumers. In addition, product quality and price simultaneously have a significant effect on purchasing decisions, which indicates that these two variables complement each other in shaping consumer decisions to purchase Cleo brand AMDK products.

This study still has limitations because it only involved respondents from one school, so the results cannot be generalized to a wider consumer group. The variables studied were also limited to product quality and price, while other factors such as brand image, promotion, consumer satisfaction, lifestyle, and customer loyalty were not analyzed. Therefore, further research is recommended to involve a larger number of respondents with a wider coverage area and add other variables to provide a more comprehensive picture of the factors influencing purchasing decisions. Practically, the results of this study can provide input for companies to continue to maintain product quality, maintain safety and quality standards, and establish competitive pricing strategies to improve competitiveness and consumer purchasing decisions.

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