

Influence of Bottle Packaging and Price on Le Minerale Purchase Decisions Among Fitness Members

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ABSTRACT

In Indonesia, the market share for bottle mineral water has significant growth and make companies to adopt differentiation strategies, whether through the design packaging or pricing to attract consumers and strengthen their brand's competitiveness. In this industry, purchasing decisions are influenced not only by functional needs but also by consumers' perceptions of a product's appearance, utility, and value. This phenomenon is particularly relevant in sports centres, where the consumption of bottled water is a necessity whilst engaging in physical activities. The study aims to determine the effects of bottle packaging design and price on purchasing decisions for Le Minerale mineral water, particularly for members of Eva Fitness dan Tennis Meja Bekasi. Using quantitative approach through a questionnaire survey conducted among 138 respondents using a purposive sampling technique this research revealed that the two factors, bottle packaging design and price, had a positive and significant effect on purchasing decisions, as indicated by the F value, which was 363.856, and the significance level, which was less than 0.001. The partial test revealed also showed a substantial impact on purchase decision from its packaging design ($t=23.894$) and pricing ($t=6.714$). The coefficient of determination ($R^2=0.844$) suggests that the two factors may explain 84.4% of purchase decisions. From the two factors, bottle packaging design had a greater influence on purchasing decision. The study finds that the packaging should be beautiful and functional, and at the same time, the priced should be competitive in order to improve customer purchasing decision and enhance the market Le Minerale.

Keywords: *packaging design, price, purchase decision, bottled water, le minerale.*

INTRODUCTION

The beverage market in Indonesia is still growing, as indicated by the fact that the country has a large population. The fact that the Indonesian population favors products that can be consumed without preparation is a factor that ensures the growth of the food and beverage market, as well as the market for bottled drinking water. The fact that the Indonesian economy is growing is supported by national statistics. The food and beverage sector, which includes bottled drinking water, contributed 34.44 percent, or 302.28 trillion rupiah, to the gross domestic product of the non-oil and gas

manufacturing industry in the second quarter of 2022. The figure indicates not only the level of competition in the sector but also the commercial value of the sector [1]. The fact that bottled drinking water is not only a necessity but also a branded product is a factor that determines consumer perception.

Among the brands that compete in the market, Le Minerale has garnered much public attention in the Indonesian market. The brand, made by PT Tirta Fresindo Jaya, a subsidiary company of the Mayora Group, has been able to capitalize on the extensive network and market coverage provided by the parent company. The brand has positioned itself by ensuring the preservation of the content of minerals within the water and the process by which the company produces the water, by bottling the same from mountain spring sources via the company's Mineral Protection System, thus minimizing human intervention during the process to ensure the purity of the water for consumption. Nevertheless, the strength of the brand, especially within the market for bottled water, cannot be based on the claims made by the company. It is imperative to note that the strength of the brand has to be evaluated based on the market preferences and the relative position of the brands within the market. This is evident by the competitive nature of the market, depicted by the two market data sets. The Marketeers Youth Choice Award 2025 indicates the position of Le Minerale, whereby the brand has been placed at the top among the brands of bottled water. The Top Brand Award, on the contrary, indicates the position of AQUA, whereby the brand has been placed at the top at the national level.

Table 1: Consumer Preferences for AMDK Brands Based on the Marketeers Youth Choice Award 2025

Brand Name	Percentage of Choices (%)
Le Minerale	31
AQUA	26
Nestle Pure Life	21
Cleo	16
Pristine	8

Source: Marketeers Youth Choice Award 2025 [3]

Table 2: Comparison of Brand Index for Bottled Water in 2024-2025

Brand Name	2024	2025
Ades	5.5	3.90
AQUA	46.90	47.40

Cleo	5.10	5.20
Club	3.30	3.70
Le Minerale	18.80	23.20

Source: Top Brand Award [24]

Table 1 shows that Le Minerale obtained 31 per cent of consumer preference in the Marketeers Youth Choice Award 2025, exceeding AQUA at 26 per cent and Nestle Pure Life at 21 per cent [3]. Yet Table 2 presents a different picture. In the Top Brand Award data for 2025, AQUA remained the strongest brand with a brand index of 47.40, while Le Minerale stood in second place at 23.20 [24]. A brand may achieve high preference among certain consumers without yet surpassing an incumbent competitor in broader measures of market loyalty and cumulative brand power. This discrepancy points to a gap between preference formation and overall market leadership. It also raises a more specific question about the factors that shape purchase decisions in bounded consumer settings where routine use, bodily need, and immediate product comparison intersect.

One setting of interest would be the fitness centers. In most cases, consumers of mineral water are also health-conscious and may practice behaviors that involve dietary restrictions and exercise. Healthy behaviors are also positively related to psychological well-being; this can be explained by the physiological benefits that can be derived from exercise routines [21]. In a survey conducted by Jakpat in 2022, it was found that water consumption ranked first in the list of healthy lifestyles among young people, achieving 83 percent; this demonstrates that water consumption is generally recognized as a major aspect of bodily health and wellness [20]. This phenomenon has become more prominent with the development of fitness centers in Indonesia. In recent years, there has been a marked increase in the number of fitness centers and their patrons; it was reported that there was a fivefold increase in fitness patrons in 2023 [22]. This led to a micro-market phenomenon in which water consumption occurs repeatedly.

Eva Fitness dan Tennis Meja Bekasi represents one such micro-market. Established at the end of 2019, the fitness centre has around 210 active members aged between 14 and 59 years. It offers two principal facilities, namely a gym and table tennis, although participation is more heavily concentrated in fitness activities and membership is dominated by men. In this environment, water consumption is directly linked to physical exertion. Exercise increases fluid loss through sweat, and dehydration may reduce concentration, slow bodily reaction, and interfere with the production of energy needed for sustained activity [23]. Although many members bring reusable tumblers, the water they carry is often insufficient for the duration or intensity of exercise. This generates a recurring need for bottled water purchases on site.

Within this sales environment, Le Minerale was selected by the management of Eva Fitness dan Tennis Meja Bekasi as the bottled water product sold to members, with sales volumes ranging from 100 to 300 bottles. The choice is notable because Le

Minerale is around Rp1,000 more expensive than AQUA, yet it remains prioritised due to perceptions of fresher water quality, better taste, and a bottle design that is ergonomic and easy to hold. For disposable gallon products, Le Minerale is also viewed as more practical and hygienic than competing brands. Stock is purchased in multiples of five boxes to maintain supply. This local sales pattern suggests that price alone does not determine purchasing choice. Rather, price appears to interact with packaging, sensory perception, and functional judgement. Under such conditions, packaging design may affect ease of use and product appeal in a way that becomes more visible than in general retail environments.

The role of the packaging design in the process of consumer purchasing has been extensively explored within the context of the marketing literature. The design of the packaging has moved beyond its traditional function, which is to act as a protective barrier for the product, ensuring its integrity during storage and transportation. It has now moved towards becoming a communication tool for brands to convey their identity, value, and differentiation during the process of purchase. Empirical research has been conducted to demonstrate the effect of attractive and functional packaging on the appeal, differentiation, and purchase decisions for products within the beverage market [1][4]. The contemporary design of the packaging involves the integration of verbal, visual, and feature-related attributes, such as the color, shape, texture, and convenience of the packaging [10]. The visual components have been demonstrated to be particularly impactful, as they generate emotional associations and contribute to the development of brand recognition [11][12][13]. Further research has demonstrated that 73 percent of consumers believe that the packaging has a major effect on the purchase decisions [26]. In the context of the bottled water market, the relative differences between products may be difficult to assess prior to the purchase.

Price remains a key determinant in consumer evaluation. In competitive product categories, price is often read not only as a monetary sacrifice but also as a signal of quality, fairness, and expected benefit. Consumers may accept higher prices when they believe the product offers commensurate value, whether through better quality, more attractive design, greater convenience, or stronger trust in the brand [1][5]. Studies on consumer behaviour toward bottled water have shown that competitive pricing influences purchase decisions directly, including in relation to Le Minerale [5]. Value-based pricing approaches emphasise alignment between what the consumer pays and what the consumer perceives to be received, while segmented pricing strategies respond to different levels of purchasing power and market preference [15][16]. Price therefore works in relation to other cues rather than in isolation. A product with premium packaging but a very low price may produce doubt about credibility, while a product with a higher price may still be chosen when packaging, perceived freshness, and expected satisfaction jointly support that valuation [27].

This relationship between packaging and price may also be understood through the Buyer Behavior Theory, which describes the conceptual model of the consumer's decision-making process as a staged sequence ranging from need recognition to post-

purchase evaluation [25]. This theory is especially relevant to the current study because it places the act of purchasing as the culmination of a series of perception and comparison rather than a single act. In the context of a fitness drink, the sequence may begin with the need to drink during a physical activity, continue with the recognition of brands offered in the market, and end with the selection of the product considered most appropriate in terms of price, packaging, and quality.

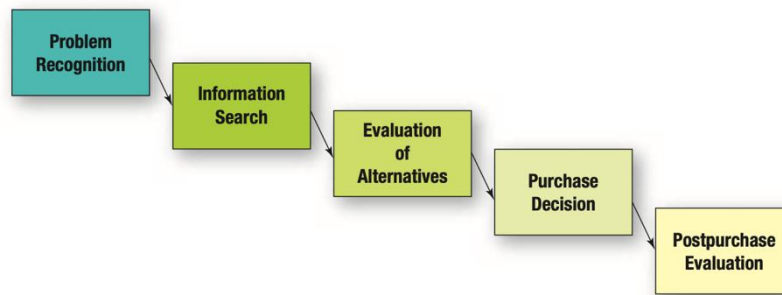


Figure 1: Consumer Decision-Making Process [25]

This study focuses on the purchase decision stage, as this process encompasses the final outcome of the decisions made by the consumer. Previous studies have been conducted on the effect of packaging and pricing on the purchase decision process, although there is still room for further development. In the study on packaged tea by Santoso, the findings indicated that the design of the packaging is one of the major variables that promote the purchase of beverage products by the consumer, as the design improves the attractiveness of the products and increases the promotional effect [1]. In addition, Wulandari et al. indicated that the design of the beverage packaging has a major effect on the promotion and differentiation of the products, as well as the ability to convey the information to the consumers [4]. In relation to the pricing effect, Anas and Ali demonstrated that the price has a major effect on the purchase decision by the consumer on packaged water, including Le Minerale [5]. The studies provide a good basis for the significance of the two variables, although they have been discussed separately.

Two gaps emerge from this review. First, many studies focus more on the packaging design or price as individual factors rather than examining the combined effect of these factors. Secondly, the majority of the literature is reviewed in the context of general market conditions rather than a particular consumer segment whose consumption behavior is influenced by repetitive physical activity, direct hydration need, and the availability of products. Eva Fitness dan Tennis Meja Bekasi represents a more particular environment through which the usage of bottled water, handling the bottle itself, and the direct need of the consumer may increase the relative importance of the packaging and price factors. The contrast between Le Minerale's high ranking in one study and the second position in the national brand index also supports the need for a more detailed examination [3][24].

This study addresses that gap by examining the influence of bottle packaging design and price on the purchase decision of Le Minerale mineral water among members of Eva Fitness dan Tennis Meja Bekasi. The study proceeds from the proposition that purchasing decisions in this setting emerge from the intersection of functional need, product presentation, and price evaluation. Packaging design is treated not only as an aesthetic feature but also as a practical and symbolic one, since bottle shape, ease of grip, and visual appearance may affect perceived suitability during exercise. Price is treated as a valuation cue through which consumers judge affordability in relation to expected quality and convenience. By examining both variables together within a physically active consumer group, the study seeks to produce a more grounded reading of how purchase decisions are formed in a routine, high-frequency consumption setting.

The objective of this research is to determine the extent to which bottle packaging design and price influence the purchase decisions of Le Minerale mineral water among members of Eva Fitness dan Tennis Meja Bekasi. To achieve this aim, the study employs a quantitative approach using questionnaire data collected from members and analyses the relationship among variables through statistical testing. Through this design, the study contributes to the discussion of consumer behaviour in the bottled water industry by linking market competition, health-oriented consumption, and local purchase practice within one analytical frame. It also offers an empirical basis for understanding how a brand such as Le Minerale may strengthen consumer choice in settings where bodily need and product evaluation meet directly at the point of purchase.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Bottle Packaging Design

Bottle packaging design is regarded as a strategic element in the marketing mix because it functions not only as product protection, but also as a medium of brand communication that can shape consumer judgement and purchasing behaviour. At an earlier stage, packaging was primarily associated with preserving product integrity during storage and distribution. As market competition has intensified and consumer choice has widened, packaging has developed into an element that contributes to preference formation and purchase decisions. Evidence indicates that 73 per cent of consumers consider packaging to make a significant contribution to purchasing decisions in retail settings, which suggests that perceptions of convenience and usability may become key considerations in consumer evaluation [26]. In this sense, packaging design extends beyond physical containment and enters the sphere of meaning, recognition, and product appeal.

There are various dimensions of packaging design. They include color, form, size, and information on the label. The color of a product acts as a symbolic cue to consumers. For instance, white color indicates purity, blue color indicates freshness, and green color indicates natural orientation and ingredients [26]. The form of a product helps in product recognition and differentiation. The information on the label also plays a role in

consumer judgment. This information may include composition, nutrients, and expiration dates. This information acts as a written cue to consumers and impacts their judgment about a product [26]. From empirical research, it is evident that packaging design impacts consumer purchasing decisions through graphical and structural elements that attract attention at a point of sale [11]. In addition, visual components like color and shape may impact perceived product quality and create a sense of consumer aspiration, thereby creating a purchase intention [12][13]. Today's packaging designs involve verbal, visual, and feature attributes like typography, logo, materials, and innovation to attract attention and create trust and product preference [10]. In this case, packaging design may become a major determinant in consumer judgment and may integrate well with product value and aesthetic appeal [1].

Price

Price is one of the principal variables in the marketing mix because it has a direct relationship with consumer purchase decisions. Consumers often use price as an indicator when evaluating a product alongside taste, quality, and other product attributes. Since it is immediately measurable, price becomes one of the most accessible considerations in consumer judgement. Products offered at competitive prices are often preferred because they allow consumers to manage their financial resources more efficiently. When a product is perceived to offer a suitable price relative to its benefits, the likelihood of selection tends to increase. For this reason, price is not merely a nominal figure attached to a product, but a factor that shapes consumer preference and influences whether a product is considered acceptable for purchase [1].

In a broader sense, price refers to the monetary value that consumers must give in order to obtain the benefits of owning, using, or consuming a product. Price setting is linked to several business objectives. It supports revenue generation, responds to market dynamics through supply and demand, and reflects the position a firm seeks to occupy in relation to consumer purchasing power and target segmentation [5]. Price is also the only element in the marketing mix that directly generates revenue, which gives it a distinct role in shaping the perceived value of a brand. From the consumer perspective, price does not represent financial cost alone. It may also involve time, effort, opportunity cost, and psychological commitment during the purchase process. As a result, consumers often associate price with perceived quality and form value judgements that affect purchase decisions [27].

Within consumer behaviour, pricing strategy influences how products are categorised into lower, middle, or higher price levels, and how consumers assess the flexibility of price through discounts and promotions. Consumers also develop an acceptable range of price within a product category, which shapes the relationship they perceive between price, quality, and value [27]. A value-based pricing approach seeks balance between product quality, production cost, and selling price, so that consumer expectations and business goals may both be met [27]. In competitive sectors such as bottled mineral water, price therefore functions not only as a sales instrument but also

as a signal of value and quality that can influence consumer purchasing decisions [15][16].

Framework

This study was conducted based on the understanding that bottle packaging design and price are factors that influence consumer purchasing decisions. "Attractive packaging design can increase the visual appeal of a product, strengthen brand image, and make it easier for consumers to differentiate products from competitors" [10]. Price is a rational consideration for consumers in assessing the suitability between the benefits obtained and the sacrifices made [15]. Purchase decisions occur when consumers assess that the packaging design and price meet their expectations and needs [18]. Therefore, the research framework describes the causal relationship between bottle packaging design (X1) and price (X2) on purchase decisions (Y).

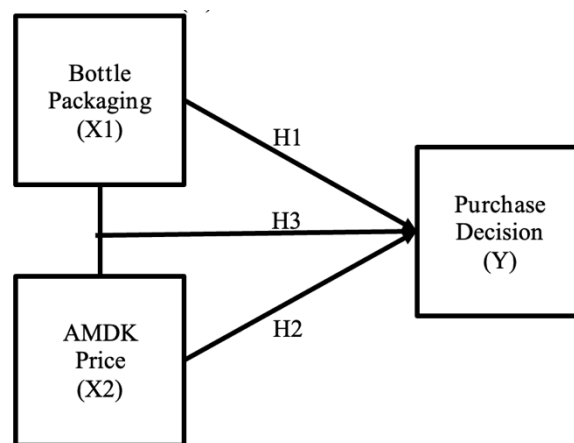


Figure 2: Research Framework

The hypothesis tested in this study is:

H1: There is an effect of bottle packaging design on the decision to purchase Le Minerale mineral water among Eva Fitness dan Tennis Meja Bekasi members.

H2: There is an effect of price on the purchase decision of Le Minerale mineral water among members of Eva Fitness dan Tennis Meja Bekasi.

H3: There is a simultaneous effect of bottle packaging design and price on the purchase decision of Le Minerale mineral water among members of Eva Fitness dan Tennis Meja Bekasi.

METHODOLOGY

This study used a quantitative research method that falls under the positivistic research paradigm, which asserts that social phenomena exist and can be observed objectively and measured using numbers and statistics [19]. The research method used is appropriate for the purpose of the study, which is to examine the impact of the bottle packaging design and price on the purchasing decisions of Le Minerale mineral water by

the members of Eva Fitness dan Tennis Meja Bekasi. This research method is considered appropriate because it allows the operational definitions, measurements, and analyses of all the variables. The research type used in this study is causal-associative because it aims to explore the relationship between the independent variable and the dependent variable. In this study, the bottle packaging design is considered variable X1, the price is considered variable X2, and the purchasing decisions are considered variable Y.

The study was conducted at Eva Fitness dan Tennis Meja Bekasi, with a specific focus on the 600 ml Le Minerale bottle. This product unit was selected because it reflected the actual product available for purchase at the research site and corresponded to the practical needs of consumers after exercise. The population consisted of 210 active members of Eva Fitness dan Tennis Meja Bekasi. From this population, a sample of 138 respondents was determined using the Slovin formula with a 5 per cent margin of error. This sample size was considered adequate because it represented more than half of the population and provided sufficient observations for statistical testing of the proposed relationships. The respondent criteria were limited to active members who had purchased Le Minerale 600 ml, ensuring that all participants had direct experience relevant to the variables being measured.

Data were collected through a questionnaire survey. The questionnaire was designed to capture respondent perceptions of bottle packaging design, price, and purchasing decision based on the operational indicators established in the study. Before the main distribution, a pre-test was conducted with 30 respondents in order to assess the clarity, consistency, and measurement quality of the instrument. This stage was intended to identify weak items and improve the questionnaire before it was administered to the main sample. Instrument testing included validity and reliability analysis. Validity testing was used to determine whether each item measured the intended construct, while reliability testing assessed the internal consistency of the instrument. Through this procedure, the study sought to ensure that the data collected were suitable for further analysis and capable of supporting stable interpretation.

The data was analyzed with SPSS software. The data analysis was done through a logical sequence of steps starting with instrument validation and moving on to data analysis with regression analysis. The classical assumption tests included normality tests, heteroscedasticity tests, and multicollinearity tests. The normality tests checked if the residuals were properly distributed. The heteroscedasticity tests checked if the residuals had a constant variance. The multicollinearity tests checked if the independent variables were highly correlated with one another. After all these tests were done, multiple linear regression was carried out to see the impact of bottle packaging and price on purchasing behavior. The data analysis was supplemented with a t-test to analyze partial effects, an F-test to analyze joint effects, a correlation coefficient to analyze the degree of association between variables, and a coefficient of determination to analyze what percentage of the variation in purchasing behavior could be explained by independent variables. This data analysis strategy was adopted to provide a logical foundation for interpreting data and to make it easy to replicate in future studies.

RESULTS AND DISCUSSION

The empirical analysis began with an assessment of the research instrument before the main questionnaire was distributed to the full sample. A pretest was conducted with 30 respondents in order to examine whether the questionnaire items were able to measure the intended constructs with sufficient accuracy and consistency. This stage was necessary because the study relied on perceptual measures of bottle packaging design, price, and purchase decision, all of which required valid and reliable indicators before the main survey could proceed. The pretest results confirmed that the instrument met these requirements and could therefore be applied to the main sample of 138 respondents.

Table 3: Pretest Validity Test

Variable	Range of r count	Table r (0.05; N=30)	Description
Packaging Design	0.572 - 0.894	0.361	Valid
Price	0.488 - 0.936	0.361	Valid
Purchase Decision	0.638 - 0.944	0.361	Valid

Source: Data Processing, 2025

Table 3 shows that all indicators in the pretest stage had Pearson correlation values above the required table r value of 0.361. This means that the instrument items for packaging design, price, and purchase decision were all valid. The strength of these correlations indicates that the items were able to represent the constructs they were designed to measure. Since the validity of each item was confirmed at the pretest stage, the instrument was considered ready for broader use in the primary data collection process. The second part of the pretest concerned reliability, which was assessed through Cronbach's Alpha. Reliability testing was conducted to determine whether the items within each variable showed internal consistency.

Table 4: Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Packaging Design	0.945	8	Reliable
Price	0.899	5	Reliable
Purchase Decision	0.934	5	Reliable

Source: Data Processing, 2025

As shown in Table 4, all variables recorded Cronbach's Alpha values above 0.70. Packaging Design obtained an Alpha value of 0.945, Price recorded 0.899, and Purchase Decision recorded 0.934. These values demonstrate a high degree of internal consistency among the items within each construct. The instrument was therefore not only valid, but also reliable at the pretest stage. This strengthened the methodological basis of the study, since the data later collected from the main sample were grounded in an instrument that had already passed two foundational measurement tests. Following the confirmation of instrument quality, the study proceeded to analyse the characteristics of the respondents. This analysis was useful in clarifying the demographic profile of the research participants and in situating the findings within the composition of the sample.

Table 5: Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	112	81.2
	Female	26	18.8
Age	12–20 years	24	17.4
	21–40 years	89	64.5
	41–59 years	25	18.1
	Total	138	100.0

Source: Data Processing, 2025

Table 5 indicates that the respondents were dominated by male members, who accounted for 112 individuals or 81.2 per cent of the sample, while female respondents numbered 26 or 18.8 per cent. In terms of age, the largest group was 21 to 40 years, comprising 89 respondents or 64.5 per cent. The remaining respondents were distributed between the age groups of 12 to 20 years and 41 to 59 years, which accounted for 17.4 per cent and 18.1 per cent respectively. These findings suggest that the sample was largely composed of adults in their productive years who are likely to engage regularly in fitness-related activities and routine consumption decisions. Since the study focused on bottled water purchases among active members of Eva Fitness dan Tennis Meja Bekasi, this demographic pattern is consistent with the practical setting in which the product is consumed and purchased. After the respondent profile had been established, the next analytical stage involved testing the validity of the questionnaire items using the main sample of 138 respondents. This stage was designed to confirm whether the instrument remained statistically sound when applied to the full research sample.

Table 6: Validity Test

Variable	Indicator	Calculated r	Table r (0.05; N=138)	Description
Packaging Design	DK_1	0.841	0.167	Valid
	DK_2	0.691	0.167	Valid
	DK_3	0.633	0.167	Valid
	DK_4	0.719	0.167	Valid
	DK_5	0.644	0.167	Valid
	DK_6	0.801	0.167	Valid
	DK_7	0.777	0.167	Valid
	DK_8	0.726	0.167	Valid
Price	H_1	0.799	0.167	Valid
	H_2	0.760	0.167	Valid
	H_3	0.683	0.167	Valid
	H_4	0.734	0.167	Valid
	H_5	0.819	0.167	Valid
Purchase Decision	KP_1	0.798	0.167	Valid
	KP_2	0.460	0.167	Valid
	KP_3	0.676	0.167	Valid
	KP_4	0.836	0.167	Valid
	KP_5	0.607	0.167	Valid

Source: Data Processing, 2025

The results presented in Table 6 show that all indicators had calculated r values above the table r value of 0.167. This confirms that every item included in the main questionnaire was valid. Even the lowest value, found in indicator KP_2 at 0.460, remained well above the threshold. This pattern demonstrates that all items were sufficiently correlated with their respective constructs and could therefore be retained for subsequent analysis. The full-scale validity test supports the earlier pretest findings and confirms that the research instrument functioned adequately across the larger

respondent group. Reliability testing was then repeated on the main dataset in order to ensure that the variables maintained their internal consistency in the actual study sample.

Table 7: Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Packaging Design	0.873	8	Reliable
Price	0.809	5	Reliable
Purchase Decision	0.708	5	Reliable

Source: Data Processing, 2025

Table 7 indicates that all variables achieved Cronbach's Alpha values above the 0.70 threshold. Packaging Design recorded the highest reliability coefficient at 0.873, followed by Price at 0.809 and Purchase Decision at 0.708. Although the Alpha value for Purchase Decision was lower than those of the other two variables, it still met the accepted threshold and could therefore be regarded as reliable. These findings confirm that the instrument retained acceptable internal consistency when administered to the main sample. The research could therefore proceed to inferential analysis without concern that measurement instability would distort the regression results. Once the validity and reliability of the instrument had been confirmed, the regression model was examined through classical assumption testing. This stage was necessary to determine whether the data satisfied the assumptions required for multiple linear regression, namely normality, the absence of multicollinearity, and the absence of heteroscedasticity.

Table 8: Classical Assumption Test

Assumption Test	Indicator / Variable	Test Results	Main Statistical Value	Description
Normality	Unstandardized Residual	Kolmogorov-Smirnov Test	Sig. = 0.200 (> 0.05)	Data is normally distributed
Multicollinearity	Packaging Design	Tolerance = 0.951, VIF = 1.052	Tolerance > 0.10; VIF < 10	No multicollinearity
	Price	Tolerance = 0.951, VIF = 1.052	Tolerance > 0.10; VIF < 10	No multicollinearity
Heteroscedasticity	Packaging Design	Sig. = 0.129	Sig. > 0.05	No heteroscedasticity
	Price	Sig. = 0.094	Sig. > 0.05	No heteroscedasticity

Source: Data Processing, 2025

The results in Table 8 show that the Kolmogorov-Smirnov significance value for the residuals was 0.200, which is above 0.05. This indicates that the residuals were normally distributed. The multicollinearity test showed tolerance values of 0.951 and VIF values of 1.052 for both independent variables, indicating that the model did not suffer from excessive correlation between Packaging Design and Price. The heteroscedasticity test also produced significance values above 0.05 for both variables, namely 0.129 for Packaging Design and 0.094 for Price. These findings suggest that the regression residuals were distributed with reasonably stable variance. Taken together, the classical assumption tests indicate that the regression model was statistically suitable for hypothesis testing. After the model had satisfied these assumptions, the study proceeded to hypothesis testing. This stage examined whether bottle packaging design and price affected purchase decision both jointly and separately. In addition, the coefficient of determination was used to assess how much of the variation in purchase decision could be explained by the model.

Table 9: Hypothesis Testing

Hypothesis Testing	Statistical Results	Sig. Value	Decision
F Test	F = 363.856	0.000 (<0.05)	Packaging Design and Price have a significant simultaneous effect on Purchase Decision
(Simultaneous)			
t-Test (Partial)	t-DK = 23.984	0.000 (<0.05)	Packaging Design significantly affects Purchase Decision
	t-H = 6.714	0.000 (<0.05)	Price has a significant effect on Purchase Decision
Coefficient of Determination	R ² = 0.844		84.4% of the variation in Purchase Decisions is explained by Packaging Design and Price
	Adjusted R ² = 0.841		After adjustment, 84.1% of the variation in Purchase Decisions is explained by the model

Source: Data Processing, 2025

The results show that the model as a whole was statistically significant, with an F value of 363.856 and a significance level of 0.000. This indicates that Packaging Design and Price jointly influenced Purchase Decision. Both partial tests were also significant. Packaging Design recorded a t value of 23.984, while Price recorded a t value of 6.714, and both variables had significance values below 0.05. In addition, the coefficient of determination shows that 84.4 per cent of the variance in Purchase Decision was explained by the two independent variables, while the adjusted value remained very close at 84.1 per cent. This is a substantial proportion, which suggests that the model had strong explanatory power in relation to the purchasing behaviour of the respondents. The magnitude and direction of these relationships are more clearly visible in the results of the multiple regression analysis.

Table 10: Multiple Regression Analysis

Independent Variables	B (Unstandardized)	Std. Error	Beta (Standardized)	t-stat	Sig.
(Constant)	9.454	0.405	—	23.317	0.000
Packaging Design	0.273	0.011	0.837	23,984	0.000
Price	0.091	0.014	0.234	6,714	0.000

Source: Data Processing, 2025

Based on Table 10, the multiple regression equation is as follows:

$$Y = 9.454 + 0.273X_1 + 0.091X_2$$

In this equation, Y represents Purchase Decision, X₁ represents Packaging Design, and X₂ represents Price. The constant value of 9.454 indicates the baseline level of Purchase Decision when the independent variables are held constant. The coefficient for Packaging Design was 0.273, which means that each one-unit increase in Packaging Design was associated with a 0.273 increase in Purchase Decision, assuming that the other variable remained unchanged. The coefficient for Price was 0.091, which indicates that each one-unit increase in Price was associated with a 0.091 increase in Purchase Decision under the same assumption. Both coefficients were positive, which means that better evaluations of packaging design and price were associated with stronger purchase decisions.

The first subject discussed in these results is packaging design's relevance. With a standardised Beta of 0.837, the regression results indicate that Purchase Decision was positively and statistically significantly influenced by Packaging Design. The biggest coefficient in the model was this one, which suggests that between the two independent variables under investigation, Packaging Design was the better indicator of purchase decision. This finding points to a great sensitivity among participants on the visual and functional display of the product. Packaging design could be important in a situation like Eva Fitness dan Tennis Meja Bekasi, where customers buy bottled water following or during exercise, as it is the first thing they see when they need it. One cannot see the bottle just like that. It is also swiftly handled, opened, carried, and eaten. In a market like this, visual appeal and how easy it is to use will probably help determine whether or not someone will buy something.

This conclusion reinforces the idea that packaging design goes beyond mere product safety. It also functions as a communication tool by which consumers are reached with product image, brand identity, and quality [25][26]. The outcome also supports earlier research indicating how, in the beverage industry, packaging design can boost appeal and enhance consumer impressions. Studies on bottled tea revealed that consumers' purchases were guided by the packaging design since better visual appeal boosted the appeal of the goods [1]. Non-i juice packaging also found that a better design increased the product's sales appeal and competitiveness [4]. These earlier results confirm the current research, which suggests that in a product category where outward signals may significantly influence first impressions, packaging design has explanatory weight. International data also support the idea that beautiful, useful, and well-known packaging can help people feel good about a product and make them want to buy it [11][12]. The current study thus supports the idea that packaging design is still a big factor in customer decisions, and its influence can be seen not just in regular stores but also in a place where people are focused on using a product, like a fitness centre [6].

Given the features of the goods and the purchase context, the empirical strength of packaging design in this research may also be understood in light of such factors. Though bottled mineral water is typically a low-involvement item, consumers frequently depend on simple and fast signals when making a choice among options, therefore it could become a very visible product. Le Minerale's ergonomic and unique bottle design, as well as its fresh visual presentation, may therefore help to boost consumer trust at the point of sale. This understanding fits with the finding that the brand enjoys significant consumer preference in the bottled water segment [3]. The current results imply that product attractiveness and utility could be more important than general brand reputation by themselves at the level of regular purchasing behavior.

The second major finding concerns the effect of price on purchase decision. The regression analysis shows that Price also had a positive and statistically significant effect on Purchase Decision, with a coefficient of 0.091 and a standardised Beta of 0.234. Although the effect was smaller than that of Packaging Design, it remained statistically meaningful and contributed to the explanatory power of the model. This indicates that respondents did not ignore price when making purchase decisions. Rather, they evaluated whether the price of the product was acceptable in relation to its perceived benefits.

This result is consistent with the view that price functions as an indicator of value for money, through which consumers assess the balance between what they pay and what they receive [25][26]. Earlier studies have likewise shown that price influences bottled water purchase decisions when consumers perceive a reasonable balance between affordability and quality [5]. Related findings have also indicated that price, together with brand image and packaging, affects the decision to purchase drinking water products [18]. In the mineral water market, consumers tend to compare available products and select those that appear to provide stronger value at an acceptable price [15]. The present findings support this reasoning. Even though price was not the dominant factor, its positive effect suggests that consumers at Eva Fitness dan Tennis Meja Bekasi remained attentive to economic evaluation and did not base their decisions solely on visual attraction.

From a theoretical perspective, this pattern reflects the dual character of consumer judgement. On the one hand, packaging design may stimulate attention and establish favourable perception. On the other hand, price may confirm whether the product is worth purchasing. Consumers therefore appear to combine symbolic judgement with rational assessment when deciding whether to buy Le Minerale. This interpretation aligns with the notion that price is not merely a transaction tool, but also a strategic signal that helps build perceived value and brand meaning [27]. It also fits the practical position of Le Minerale in the market, where the product has sought to maintain a competitive price while continuing to emphasise freshness and product quality [2]. Research on pricing and value perception likewise shows that consumers tend to prefer products that offer the best perceived value relative to price, which means that pricing strategy can directly influence purchasing behaviour [16].

When both findings are considered together, the study shows that Packaging Design and Price do not operate in isolation. Their simultaneous significance in the F test suggests that purchase decisions emerge through the interaction of product presentation and price evaluation rather than through one variable alone. Packaging Design may shape the initial attraction and perceived usability of the product, while Price may strengthen or weaken the consumer's readiness to purchase by signalling whether the offering appears fair and worthwhile. The high R^2 value of 0.844 suggests that these two variables, when combined, explain a large share of purchasing behaviour among the respondents. This supports the three hypotheses proposed in the study. H1 is supported because Packaging Design significantly affects Purchase Decision. H2 is supported because Price significantly affects Purchase Decision. H3 is also supported because Packaging Design and Price simultaneously affect Purchase Decision.

Despite these strong findings, one analytical observation should be noted. The much larger Beta coefficient for Packaging Design indicates that visual and functional product presentation may have more immediate influence than price in this particular setting. This may be related to the purchasing situation at the fitness centre, where consumers make relatively fast decisions after physical activity and are likely to respond to direct product cues. Under these conditions, a bottle that appears fresh, practical, and easy to use may be especially persuasive. Price still matters, but its effect may be moderated by the relatively small monetary difference involved in a bottled water purchase and by the consumer's immediate need for hydration. This does not weaken the role of price. Rather, it suggests that the relative influence of price may vary according to consumption setting and product usage pattern.

Overall, the results indicate that purchasing decisions for Le Minerale among members of Eva Fitness dan Tennis Meja Bekasi are shaped by both bottle packaging design and price, with packaging design emerging as the stronger determinant. The findings reinforce existing literature on consumer behaviour in beverage markets while also showing how these variables operate in a focused and physically active consumer group. In this sense, the study extends prior work by demonstrating that the role of packaging design is especially pronounced when the product is consumed in immediate relation to bodily need, while price continues to function as a meaningful but secondary evaluation factor. This combined pattern offers a grounded explanation of why consumers choose Le Minerale in this setting and provides a clear empirical basis for understanding purchase decision in the bottled water market.

CONCLUSION

This research findings that the bottle packaging design and price have a positive significant influence on the purchase decisions of Le Minerale 600 ml mineral water among the members of Eva Fitness and Tennis Meja Bekasi. Both variables, had significant influenced customer to making purchase decision. Bottle package design was the greater determinant relative to price. This implies that the customer place greater

emphasis on visual appearance, practically, and easy to use when decide purchasing bottled mineral water Eva Fitness and Tennis Meja Bekasi.

The study also shows that purchasing behaviour in the bottled mineral water market is influenced not only by affordability, but also by consumer's perceptions of product quality, convenience, and also visual attractiveness. Furthermore, in this research, packaging design is not only about for product protection, but also a strategic element of communication that can effect the consumer assesment at the time of purchase. The research results contribute to consumer behaviour by illustrating the importance of packaging design and price in a routine and physically consumption context. For further research, it is recommended that there will be additional variables such as product quality, promotion, and also brand image will be included to provide a broader understanding of purchasing behaviour in the bottled mineral water industry.

BIODATA

Putri Juwita and Maharani Shanda Putri are Master's students majoring in Business and Communication Management at LSPR Institute of Communication and Business. Rubiyanto serves as a supervising lecturer within the same institution. Their collective research interests focus on consumer behavior dynamics and marketing strategy. This study specifically explores the intersection of functional packaging design and price evaluation in shaping purchase decisions within high-frequency consumption environments, such as fitness centers.

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