

Impact of Attitudes and Social Norms on AQUA Purchase Decisions: The Role of Buying Intent in Jabodetabek

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ABSTRACT

This study examines the influence of attitudes and subjective norms on purchasing decisions for AQUA mineral water, with purchase intention as a mediating variable. Using a quantitative approach, data were collected through questionnaires from 220 Aqua consumers in Greater Jakarta, selected via purposive sampling. Data analysis was conducted with SmartPLS 4.1 using Partial Least Square (PLS), assessing both outer and inner models. Findings reveal that attitudes and subjective norms significantly impact purchasing decisions. However, purchase intention does not affect purchasing decisions and does not mediate the relationship between attitudes, subjective norms, and purchasing decisions.

Keywords:

Attitudes,
Subjective
Norms,
Purchasing
Decision,
Purchase
Interest, AQUA

INTRODUCTION

The food and beverage industry plays a crucial role as it fulfills fundamental human needs. With population growth, demand in this sector continues to rise, creating significant potential for industry expansion. According to Indonesia's Ministry of Industry, this sector contributed 39.10% to the national GDP in 2023 (Antara, 2024). One essential segment within this industry is the Packaged Drinking Water (AMDK) sector. As of 2023, there are 1,200 producers and 2,100 registered AMDK brands with distribution permits (Antara, 2024). Firdaus Ali, Vice President of the Indonesia Water Institute (IWI), highlighted that while bottled water was once considered a lifestyle choice, it has now become a necessity (Andi, 2021). Statista (2024) supports this, showing growth potential in Indonesia's non-alcoholic beverage market, particularly in juice, soft drinks, and mineral water categories, with fluctuating growth in the bottled water market projected through 2025.

AQUA is one of Indonesia's oldest and most well-known mineral water brands, established in 1973 (Salim, 2024). It remains highly recognizable, with 93.1% of Indonesians citing it as their most consumed drinking water brand in 2023, ahead of Le Minerale at 74.7% (Statista, 2024). However, Top Brand Indonesia data indicates a decline in AQUA's popularity since 2020, with its index dropping from 61.50 in 2020 to 46.90 in 2024. Despite this decline, AQUA maintains the highest index among bottled water brands (Top Brand Award, 2024). In December 2023, AQUA saw a 19.7% sales drop following Indonesia's "MUI Fatwa No. 83 of 2023," which encouraged boycotts of products with ties to Israel. Given that 84.5% of Indonesians are Muslim, the boycott resonated widely ((Hops, 2023; Chandra Dwi, 2024). Additionally, campaigns like "Ramadan Without AQUA" promoted local alternatives, with Le Minerale gaining traction as a preferred choice among Muslim consumers during Ramadan (Ferry, 2024; Dwi, 2024).

The researcher analyzed keyword search data on Google Trends for "Boycott AQUA" from early November 2023 to September 2024. Initially, during the October 2023 Hamas-Israel conflict, there was no significant increase in searches for this keyword. However, following the issuance of the MUI Fatwa on November 8, 2023, searches for "Boycott AQUA" surged, reaching a peak interest score of 100, indicating maximum popularity. Searches were particularly high in the DKI Jakarta region, with a score of 80, suggesting strong public interest in further information. This boycott phenomenon has notably impacted products associated with Israeli affiliations, including AQUA mineral water (Kompas, 2024).

To strengthen the foundation of this study, the researcher presents previous findings that show mixed results regarding the influence of attitudes and subjective norms on purchasing decisions and purchase intention. Amin (2023) found a significant impact of attitudes on purchasing decisions, while (Syahrul et al., 2021) reported no significant effect. Similarly, Amin (2023) observed a significant influence of subjective norms on purchasing decisions, contrasting with (Syahrul et al., 2021) findings. For purchase intention, Purwantini (2021) indicated that attitude significantly influences it, but (Syarifah, 2023) found no such effect. Additionally, subjective norms significantly influenced purchase intention in Purwantini (2021) study, whereas (Muzayanah, 2019) found no effect. Regarding purchase intention's impact on purchasing decisions, Putri (2020) found a significant effect, while (Apriansyah et al., 2024) reported otherwise. Lastly, studies by Mylasari (2022) show attitudes significantly affecting purchasing decisions, while (Naeharop et al., 2023) found no significant effect through purchase intention. The influence of subjective norms as an intervening variable was significant in Amin (2023) study but not in (Riska, 2023) findings.

This research aims to analyze the impact of consumer behavior concerning the decline in AQUA mineral water purchase decisions. According to data from (Top Brand Award, 2024), AQUA, historically the leading and most popular bottled water brand in Indonesia, is facing challenges in consumer purchase decisions. The shift in consumer attitudes following the MUI fatwa and emerging subjective social norms regarding the consumption of AQUA products has intensified these challenges. The results of this study could offer strategic marketing recommendations for AQUA to better understand and address consumer behavior. Additionally, this research aims to address inconsistent findings in previous studies on related variables, making it a valuable reference for future studies.

Literature Review and Hypothesis Development

1. Attitude

Theory by Ajzen (1991) in Erten (2022), explains that attitude represents an individual's assessment of behavior, considering whether it yields positive outcomes. Attitude can also be defined as an individual's unseen response to various stimuli provided by companies and marketers. In contrast, Davis (1989) in Jam'an (2020) suggests that "attitude towards use" reflects an individual's approach to engaging with specific technologies. This attitude includes a decision to agree or disagree with the potential impacts of utilizing a particular system within their activities. Christophorus et al (2022) outline attitude in three key dimensions Cognitive, Affective and Conative Component.

Research by Azizahtul (2021) and Tewal (2020), the understanding is drawn that attitude has a significant influence on the decision to buy muslim clothes in the

marketplace. This is also supported by the results of Lukman (2024) attitude has a significant effect on the decision of AQUA mineral water products.

2. Subjective Norms

According to Purbawijaya (2021), subjective norms refer to a form of normative belief, which is the belief in understanding or disagreeing that influences an individual's behavior. Strong social influence on behavior often comes from partners, family, colleagues, and others who have a role in the activity. T. Wright et al., (2020) argue that this is related to acknowledging social pressure to exhibit a certain orientation. Subjective norms represent a belief system based on normative beliefs. Du & Pan (2021) state that subjective norms are an individual's belief about the expectations of significant people around them, both individually and within a group, regarding how they should or should not engage in certain behaviors.

Research results from Rahayu et al (2021) subjective norms strongly influence the decision to purchase organic agricultural products online. Similarly, the research of Azizahtul (2021) and Helmi (2019) subjective norms have a significant influence on the decision to purchase concert tickets through buying interest

3. Purchase Decisions

A decision results from a clear problem-solving process. The Dictionary of Science defines decision-making as the process of selecting an answer or decision based on specific criteria. Wahyuni (2020) describes decision-making as a process where an individual identifies issues and seeks solutions based on acquired knowledge and information. Eldiansyah et al., (2023) views purchase decisions as a reflection of consumer thought processes, where consumers carefully evaluate a product's value through considerations such as available information, features, quality, price, brand image, and potential benefits. Purwadi (2020) adds that a decision is the outcome of a consideration process aimed at determining the most appropriate action to resolve an issue by choosing among alternatives. When choosing to buy a product, consumers will consider various factors, for example, Price, brand, and available information (Astuti, 2020).

4. Purchase Intentions

Farid et al., (2023), purchase intention can be simply defined as "what we think we will buy," meaning what we think we are likely to buy. Therefore, purchase intention can serve as a benchmark: if an individual has a strong interest in a particular product or service, the likelihood of making a purchase increases. Citing Ajzen (1991) in Fitriana et al., (2018), purchase intention is described as an individual's condition before making a purchase decision, which can be used to predict or consider that action. Seeking extensive product information based on product knowledge is an initial step in deciding customers' purchasing priorities. Meanwhile, Kotler (2019) explains that purchase intention arises after an individual is stimulated by a product they see, motivating them to try the product before deciding to buy it.

5. Conceptual Framework

This study entitled "The Influence of attitudes and subjective norms on purchasing decisions AQUA Products With purchase interest as an Intervening variable" which focuses after the ratification of the MUI Fatwa on the law of support for the Palestinian struggle, there are four variables studied: attitude (X1) and subjective norms (X2) are independent variables, purchase decisions (Y) as a dependent variable and purchase interest (Z) as an intervening variable. Below is a series of research framework as the formulation of this research:

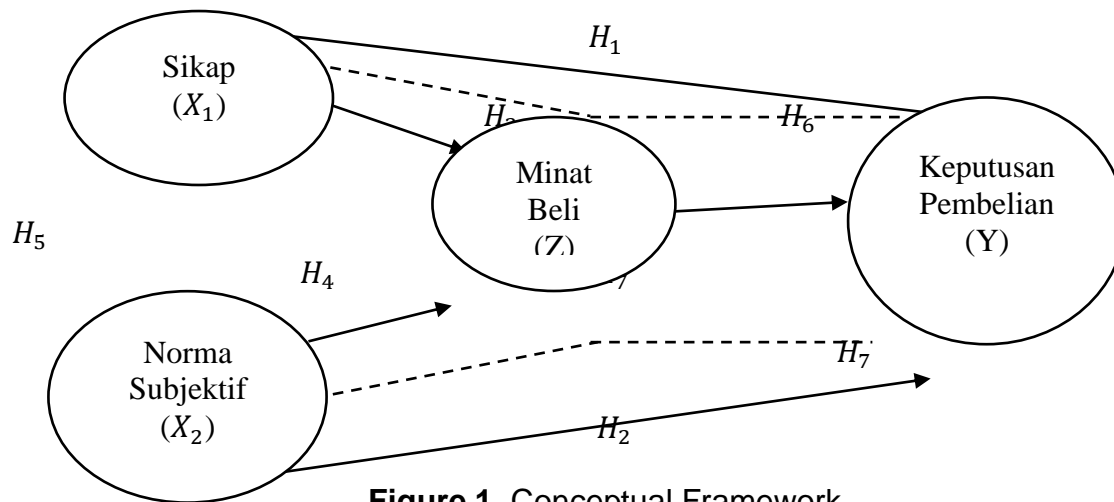


Figure 1. Conceptual Framework
 Source: Literature Review, 2024

METHOD

1. Sampel and Population

People who have purchased Aqua brand mineral water are the population. The current population is not known for certain. In accordance with the purpose of this study, more specifically the researchers chose the location of the study in the Greater Jakarta area as and population retrieval. Researchers used the formula Hair (2019) multiply the total number of indicators by 5 - 10 to determine the minimum number of samples in this study. from the formula obtained a minimum sample of 220 respondents.

2. Measurement

Attitude measurement will include various dimensions such as cognitive and Affective. Meanwhile, subjective norms are Normative beliefs and desires obey. In addition, buying interest Attention (Attention), will (Desire), Action (Action) and the last dimension of the purchase decision is the introduction of needs, purchase evaluation, purchase decisions and actions after purchase.

3. Data Collection

In the research utilizing primary data taken through questionnaires made in Google Form. This questionnaire will be disseminated through various communication channels both directly and online such as through the whatsapp application and Instagram social media. The Target of respondents who fill out questionnaires for primary data collection is the community that is a consumer of Aqua mineral water and has consumed the product. The information collected through the questionnaire is used to measure variables that are measured objectively and systematically. Measurement of respondent data on variables can be done accurately through a survey method that uses a Likert scale. Likert scale is one of the common measures used in research because it allows respondents to give ratings in a certain range, usually from "strongly disagree" to "strongly agree."

4. Data Analysis

This study uses the latter variable which turns out not only one indicator used in calculating variables. Therefore, this study is suitable if analyzed using PLS-SEM.

With the method of Structural Equation modeling (SEM) and calculation (PLS) Partial Least Squares commonly used in developing calculations between several variables in a research model. Partial Least Square is categorized into 2 (two), namely the inner model that is more suitable for regression is useful to represent changes in one variable to another and the outer model that is different in validity and reliability tests (Evi & Rachbini, 2022).

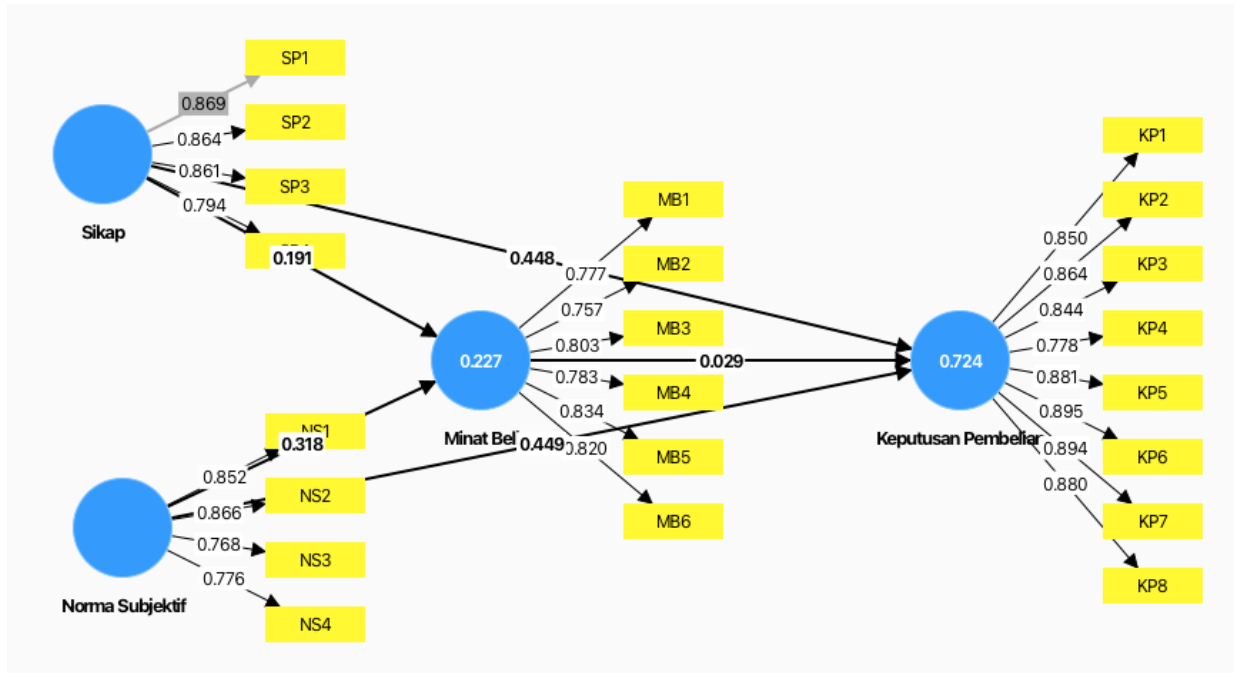


Figure 2. Research Model
 Source: Data Analysis Result, 2023

RESULTS AND DISCUSSION

Result

a. Validity and Reliability of Construct

Tabel 1. Construct Validity and Reliability

Code of Item	Loading Factor	CA	CR	AVE
AT1	0.85			
AT2	0.864	0.95	0.958	0.742
AT3	0.844			
AT4	0.778			
SN1	0.881			
SN2	0.895	0.884	0.912	0.633
SN3	0.894			
SN4	0.88			
PI1	0.777			
PI2	0.757			

Code of Item	Loading Factor	CA	CR	AVE
PI3	0.803	0.832	0.889	0.667
PI4	0.783			
PI5	0.834			
PI6	0.82			
PD1	0.852	0.869	0.911	0.718
PD2	0.866			
PD3	0.768			
PD4	0.776			
PD5	0.869			
PD6	0.864			
PD7	0.861			
PD8	0.794			

Source: Data Analysis Result, 2024

The data above is the result of an external loading analysis using SmartPLS, as shown in Table 1. It indicates that all 22 indicators yielded a value > 0.60. It can be concluded that from the 22 indicators used, with a total of 300 respondents, the indicators are valid or acceptable and can be used for variable measurement. Additionally, the Average Variance Extracted (AVE) values for each variable are > 0.5, which allows the calculation of AVE results. Cronbach's Alpha values > 0.70 indicate a high level of reliability, meeting the requirements for a reliability test. With Composite Reliability values > 0.60 and Cronbach's Alpha exceeding the average Composite Reliability, it can be concluded that the constructs are reliable.

a. R-Square, F-Square and Q-Square Measurement

Tabel 2. R-Square and Q-Square

	R-Square	Q-Square
Purchase Decision	0.724	0.709
Purchase Intention	0.227	0.204

Source: Data Analysis Result, 2024

The R-Square value indicates that the variables of attitude and subjective norms influence purchase intention with a value of 0.227 or 22%, which falls into the weak category. Additionally, the influence of attitude and subjective norms on purchase decisions is 0.724 or 72%, which is categorized as moderate. The remaining variance is attributed to other variables not examined in this study. Furthermore, with $Q^2 > 0$, the purchase decision variable obtained a value of 0.709, indicating high predictive relevance, while the value of 0.204 for purchase intention indicates low predictive relevance.

Tabel 3. F-Square

	Purchase Decisions	Purchase Intentions
Purchase Intentions	0.002	
Subjective Norms	0.312	0.059
Attitude	0.321	0.021

Source: Data Analysis Result, 2024

Table 3 displays the influence of purchase intention on purchasing decisions is 0.2%, which falls into the small category. Next, the influence is also seen from the subjective norm variable on purchase intention, which is 5.9%, categorized as small. Meanwhile, the influence of subjective norms on purchasing decisions is 31%, which is considered medium. Furthermore, the influence of attitude on purchasing decisions has a value of 32%, also categorized as medium. The influence of attitude on purchase intention is 2.1%, which is considered weak.

b. Hypothesis Testing

Table 5. Hypothesis Test

	Original Sample	Sample Mean	STD DEV	T Statistics	P Values	Result
AT → PD	0.448	0.454	0.097	4.616	0	Support
SN → PD	0.449	0.444	0.09	5.005	0	Support
AT → PI	0.191	0.199	0.096	2.001	0.045	Support
SN → PI	0.318	0.315	0.088	3.599	0	Support
PI → PD	0.029	0.028	0.037	0.791	0.429	Not Support
AT → PI → PD	0.006	0.005	0.008	0.666	0.506	Not Support
SN → PI → PD	0.009	0.009	0.013	0.746	0.456	Not Support

The table above presents the hypothesis testing results of the relationship between predictor variables (Attitude, Subjective Norms), the mediating variable (Purchase Intention), and the outcome variable (Purchase Decision). The analysis was conducted using T-Statistics values >1.96 and P-values <0.05 . The research findings indicate that the hypothesis "Attitude (AT) → Purchase Decision (PD)" is supported, with a P-value of $0.000 < 0.05$ and a T-Statistics value of $4.616 > 1.96$. Similarly, the hypothesis "Subjective Norms (SN) → Purchase Decision (PD)" is supported, with a P-value of $0.000 < 0.05$ and a T-Statistics value of $5.005 > 1.96$. The hypothesis "Attitude (AT) → Purchase Intention (PI)" is also supported, as evidenced by a P-value of $0.045 < 0.05$ and a T-Statistics value of $2.001 > 1.96$. Furthermore, the hypothesis "Subjective Norms (SN) → Purchase Intention (PI)" is supported, with a P-value of $0.000 < 0.05$ and a T-Statistics value of $3.599 > 1.96$.

However, the hypothesis "Purchase Intention (PI) → Purchase Decision (PD)" is not supported, as the P-value is $0.429 > 0.05$ and the T-Statistics value is $0.791 < 1.96$. Similarly, the hypothesis "Attitude (AT) → Purchase Intention (PI) → Purchase Decision (PD)" is not supported, with a P-value of $0.506 > 0.05$ and a T-Statistics value of $0.666 < 1.96$. Lastly, the hypothesis "Subjective Norms (SN) → Purchase Intention (PI) → Purchase Decision (PD)" is also not supported, with a P-value of $0.456 > 0.05$ and a T-Statistics value of $0.746 < 1.96$.

These findings indicate that Attitude and Subjective Norms have a statistically significant relationship with Purchase Decision and Purchase Intention in the tested model. We can be confident in these results, suggesting that these predictor variables are important contributors to explaining the variance in Purchase Decision.

Discussion

This study provides both theoretical and practical implications for understanding the impact of attitude and subjective norms on purchase decisions through purchase intention in the context of AQUA mineral water consumer behavior. Theoretically, it was found that both cognitive and affective components of attitude significantly

influence purchase decisions, supporting previous studies. Additionally, subjective norms, represented by normative beliefs and the desire to comply, also significantly affect purchase decisions, aligning with findings from earlier research. Using the Theory of Planned Behavior (TPB) as the underlying framework, the study demonstrates that both attitude and subjective norms can stimulate purchase decisions; consumers are more likely to buy a product if they perceive it positively and feel social pressure to conform to normative expectations. Practically, these insights can guide marketers in enhancing AQUA's brand positioning by emphasizing product benefits, such as quality and purity, to foster a positive consumer attitude. Additionally, leveraging social influence through testimonials from trusted sources can further strengthen purchase decisions, ultimately boosting sales and customer loyalty for AQUA.

Limitation

Because buying interest does not show a significant influence on purchasing decisions and has not been able to mediate, further research could consider other variables as mediators, such as brand loyalty or perceived value, which may be more relevant in influencing purchasing decisions on frequently consumed products, such as mineral water. In addition, researchers were able to further compare the results of attitudes, subjective norms and buying interests in different brands of mineral water. This can provide greater insight into the factors that influence purchasing decisions in competitive product categories.

CONCLUSION

In conclusion, this study highlights that consumer attitudes and subjective norms significantly influence purchase decisions for AQUA mineral water in Jabodetabek, while purchase intention does not mediate this effect. This suggests that marketing efforts should prioritize enhancing consumer attitudes and leveraging social norms directly to boost purchasing decisions, rather than focusing solely on increasing purchase intention. Aligning strategies with these insights can help strengthen AQUA's market position, enhance brand perception, and drive customer loyalty and growth.

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