

# The Intervening of Purchase Decision Between Marketing Mix, Consumer Behaviour and Brand Image on Costumer Satisfaction

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## ABSTRACT

The purpose of this study is to analyze the influence of the marketing mix, consumer behavior and brand image on consumer satisfaction through purchasing decisions of bottled water products in west Sulawesi province. A sample of 164 respondents where the sample withdrawal technique used accediantial sampling, a data collection instrument using questionnaires. Data analysis method uses structural equation model (SEM) with confirmatory factor analysis (CFA) AMOS 21.0 program. The results of the study prove that: 1) The marketing mix has a significant positive effect on purchasing decisions. 2) Consumer behavior has a significant positive effect on purchasing decisions. 3) The brand image has no significant positive effect on purchasing decisions. 4) The marketing mix has no significant positive effect on consumer satisfaction. 5) Consumer behavior has a significant positive effect on consumer satisfaction. 6) Brand image has a significant positive effect on consumer satisfaction. 7) Purchasing decisions have a significant positive effect on consumer satisfaction. 8) The marketing mix affects consumer satisfaction through purchasing decisions. 9) Consumer behavior affects consumer satisfaction through purchasing decisions. 10) Brand image has no effect on consumer satisfaction through purchasing decisions.

## ABSTRAK

Tujuan penelitian ini untuk menganalisis pengaruh bauran pemasaran, perilaku konsumen dan citra merek terhadap kepuasan konsumen melalui keputusan pembelian produk air minum dalam kemasan di wilayah Provinsi Sulawesi Barat. Sampel sebanyak 164 responden dimana teknik penarikan sampel menggunakan metode accediantial sampling, instrumen pengumpulan data menggunakan kuesioner. Metode analisis data menggunakan model persamaan struktural (Structural Equation Model/SEM) dengan confirmatory factor analysis (CFA) program AMOS 21.0. Hasil penelitian membuktikan bahwa: 1) Bauran pemasaran berpengaruh positif signifikan terhadap keputusan pembelian. 2) Perilaku konsumen berpengaruh positif signifikan terhadap keputusan pembelian. 3) Citra merek berpengaruh positif tidak signifikan terhadap keputusan pembelian. 4) Bauran pemasaran berpengaruh positif tidak signifikan terhadap kepuasan konsumen. 5) Perilaku konsumen berpengaruh positif signifikan terhadap kepuasan konsumen. 6) Citra merek berpengaruh positif signifikan terhadap kepuasan konsumen. 7) Keputusan pembelian berpengaruh positif signifikan terhadap kepuasan konsumen. 8) Bauran pemasaran berpengaruh terhadap kepuasan konsumen melalui keputusan pembelian. 9) Perilaku konsumen berpengaruh terhadap kepuasan konsumen melalui keputusan pembelian. 10) Citra merek tidak berpengaruh terhadap kepuasan konsumen melalui keputusan pembelian.

## INTRODUCTION

Personality factors are psychological characteristics that reside in every person who views his or her response to a relatively environment. Personality is a variable that is very useful in analyzing consumer behavior. Personal characteristics are the age of the buyer and the stage of the life cycle, occupation, economic conditions (income, savings and wealth, debt, interest rates, and the ability to borrow), the lifestyle and personality and self-concept of

buyers in assessing the product both in terms of value and benefits that the product has. According to (Sheth & Mittal in Tjiptono, 2014) "consumer behavior is the mental and physical activity carried out by household customers (end consumers) and business customers that results in decisions to pay, buy and use certain products and services". According to (Kotler and Keller, 2008) "Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs". (Schiffman and Kanuk, 2008) describe the way individuals make decisions to utilize available resources (time, money, effort) to buy consumer-related goods.

The above statement is in accordance with research conducted by Tarisai Fritz Rukuni and Eugene Tafadzwa Maziriri (2020) the results of research on consumer behavior have a positive and significant effect on consumer satisfaction. Berhanu Esubalew Bayih and Apar (Singh, 2020) examined the behavior of domestic tourists in The Country of Ethiopia in getting satisfaction, the results of which showed there is a positive and significant influence of domestic tourist behavior on tourist satisfaction in domestic attractions in the Country of Ethiopia. (Muzakar Isa and Robingatun Istikomah, 2020) research shows there is a positive and significant influence on consumer behavior on food product purchasing decisions. (Okta Nofri and Andi Hafifah, 2018) conducted research related to consumer behavior in making *online shopping* purchases, the results of which showed a significant and positive influence. (Aulia Rahman, et al. 2020) conducted research related to consumer behavior towards purchasing decision making using *E-Marketplace*, the results of the study had a positive and significant influence.

Brand image is an important thing for companies to create market opportunities, every company that conducts the production process can build and instill a good image in the minds of consumers, as well as companies that offer bottled water products (AMDK), companies that have long produced products usually have a brand image on products offered to consumers, such as Aqua-branded bottled water products (AMDK) which are well-known product brands, but that does not mean products that have a top *brand* label do not have competitors, it can be seen the presence of bottled water (AMDK) Le Minerale brand that can be accepted by the public, so that it becomes a competitor to Aqua products today. Brand image becomes a condition of strong language representing the product consistently in the long run, so the brand image formed must be clear and have an advantage when compared to competitors' products.

In contrast to (Ferrinadewi in Wijianty, 2016) states that "*Brand image* is a perception of the brand that is a reflection of the consumer's memory of its association with the brand", and according to (Roslina, 2010) defines that brand *image* is a clue that will be used by consumers to evaluate products when consumers do not have enough knowledge about a product. (Mohammed and Rashid, 2018) conducted research related to the brand image of customer satisfaction in the hospitality industry in Malaysia, the results of which showed a positive and cynical influence. (Ristanti and Irianti, 2020) examined the brand image of consumer purchasing decisions on Nature Republic products, the results of which showed a significant and positive influence. (Miftach Rizqillah and Putu Hari Kurniawan, 2020) research shows a positive and significant influence of brand image on the decision to buy snobby baby equipment products. (Acai Sudirman, et al. 2020) conducted research related to brand image on consumer satisfaction, where the results showed a positive and significant influence of brand image on consumer satisfaction on Gojek *online* transportation services. (Wijaya and

Hidayanti, 2021) conducted research related to brand image on consumer satisfaction, where the results of research conducted there were positive and significant effects on the existence of brand image affecting consumer satisfaction in Tower Café Hambalang. (Prayoga and Batubara, 2021) research conducted research related to the brand image of cosmetic products on consumer satisfaction, the results of the study had a positive and significant influence.

Along with the growing technological advancement of PT. Tirta Fresindo Jaya which is a subsidiary of Mayora Indah was able to provide a new breakthrough in marketing bottled water (AMDK) under the Le Minerale brand. Strategic steps of PT. Tirta Fresindo Jaya in marketing le mineral brand bottled water (AMDK) products is so easily accepted by the public, that it becomes a competitor newcomer to bottled water manufacturers (AMDK) such as PT Aqua Golden Mississippi which produces Aqua-branded Bottled Water (AMDK) and other companies with bottled water (AMDK) such as Club, Vit, Enternal Plus, Nestle, Ades, Pristine and Cleo. The decision to buy products from consumers begins with an awareness of the fulfillment of the needs or desires of consumers and is done with full awareness, thus consumers will make the product purchase stage until finally at the evaluation stage after making a purchase that becomes a separate experience for consumers so that it becomes a reason to make repeated purchases, this happens to all types of products including Aqua, Vit, Amidis, Enernal Plus+, Nestle, Ades, Pristine, Le Minerale, Cleo, Total 8+, Club.

Product purchasing decisions are taken by consumers after going through several calculations and alternative considerations. Before the choice is dropped on a particular brand product, there are several stages that consumers may go through in making a purchase decision where the specific purchase decision process due to the introduction of needs issues, information search, alternative evaluation, purchasing decisions and post-purchase behavior.

The above statement is in accordance with the definition of a purchasing decision according to (Alma, 2011) "a purchasing decision is a consumer decision influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, *physical evidence*, people and process, thus forming an attitude on consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased". According to (Kotler & Armstrong, 2014) "a buying decision is buying the most preferred brand of various alternatives, but two factors can be between a purchase intention and a purchase decision".

Unlike the case with (Suharso, 2010) giving the understanding of the purchase decision is the stage where the buyer has made his choice and made the purchase of the product and consumed it. According to (Peter and Olson, 2000) purchasing decisions are the process of combining knowledge to evaluate two or more alternative behaviors and choose one of them, and according to (Schiffman and Kanuk, 2000) a purchasing decision is the choice of an action of two or more alternative options. the various factors that affect consumers in making purchases of a product or service, usually consumers always consider the quality, price and products that are already known by the public. The decision of consumers to purchase bottled water products (AMDK) is faced with product choices, where consumers will make a decision to buy a product by focusing their attention on a product with alternatives they consider, such as product needs, diversity of product variants and product quality.

Consumer choice in products with a particular brand where consumers must make decisions on the product by assessing the quality of the product of the brand. Each brand will have its own differences, so consumers should know to choose a brand of bottled water

(AMDK), such as the trust and popularity of brands that grow in the market. Consumers in this case buyers have different considerations in terms of determining the product due to near location factors, low prices, complete inventory of goods and others. Consumer satisfaction in bottled water products (AMDK) can be felt directly by each consumer through the quality of the product provided in the process of product delivery, product quality, perception of price and situational and personal factors contribute to consumer feelings to the level of satisfaction felt directly. But in this study several factors that affect consumer satisfaction, the authors refer to factors of marketing mix, consumer behavior, brand image through product purchase decisions until consumers get satisfaction after consuming bottled water (AMDK).

Of course, not only bottled water (AMDK) brand Aqua and Le Minerale can provide satisfaction for consumers, bottled water (AMDK) brand Vit, Amidis, Enernal Plus +, Nestle, Ades, Pristine, Cleo, Total 8+ and Club has its own advantages and uniqueness in the eyes of consumers in providing satisfaction value to consumers so that the product is currently still surviving in the market in meeting the needs and needs of consumers. This is in accordance with the opinion of (Zeithaml, 2016) consumer satisfaction can be influenced by the quality assessment process of consumers that has been felt by consumers after consumers make product purchases. Research related to purchasing decisions on consumer satisfaction in bottled water products (AMDK) is the latest of this study, where the same research has not been obtained on bottled water products (AMDK) that measure the relationship between the influence of marketing mix, consumer behavior and brand image on consumer satisfaction by using purchasing decisions as intervening variables. Another blend in this study where there has been no research with these variables conducted in the province of West Sulawesi.

## RESEARCH METHOD

The approach taken in this study with data collection survey methods, where researchers will take samples from the population by using questionnaires as a basic data collection tool in obtaining factual information and facts or explanation of the phenomenon is the end consumer who purchases bottled water products (AMDK) in the West Sulawesi ProvinceRegion. The population of this study is the consumption of households that have opportunities in consuming bottled water (AMDK) in the West Sulawesi Region amounted to 1,211,647 people.

**Table 1. Distribution of Population**

Region Code	District Name	Household Consumer (person)		Sum
		Man	Woman	
76	West Sulawesi	608.536	603.111	1.211.647
76.1	Pasangkayu	54.436	67.081	121.517
76.2	Mamuju	142.103	101.915	244.018
76.3	Mamasa	49.351	52.833	102.184
76.4	Polewali	231.428	230.719	462.147
76.5	Majene	73.868	79.873	153.741
76.6	Middle Mamuju	65.028	63.012	128.040

Source: Department of Trade, Industry, Cooperatives and SMEs of West Sulawesi Province, 2021

The number of samples used in this study was adjusted to the analytical method used, the Structural Equation Model (SEM). In the SEM method, the number of samples needed is at least 5 times the number of indicator variables and at most 10 times the number of Maholtra

research indicators (in Ferdinand, 2014). As for the number of indicators in this study as many as 27 indicators, so that at least  $27 \times 6$  or 162 samples were needed, in the implementation of the study, researchers spread questionnaires as many as 170, but questionnaires returned as many as 165, where one questionnaire was declared incomplete so that the data used in this study as many as 164 questionnaires. In testing the Chi Square MODEL SEM is very sensitive to the number of samples, so the sample study will require referring to the criteria proposed by (Hair et al. 2014) i.e. with the Technique of Maximum Likelihood Estimation (MLE). A good number of samples according to MLE ranges from 100 to 200 samples. Therefore the expected number of samples is at least 100 samples and a maximum of 200 samples. In determining the sample, researchers used non-probability sampling which did not provide the same opportunity for each member of the population to become a sample (Sugiyono, 2013). Sampling methods in the study using accidental sampling which is a technique of determining samples based on chance, namely consumers who coincidentally / incidentally meet with researchers can be used as samples, when viewed by people who happen to be encountered it is suitable as a source of data, (Sugiyono, 2013). The criteria of consumers who will be sampled in this study are consumers who have purchased bottled water (AMDK) namely men and women, productive age 20 years to 60 years.

Therefore, every consumer encountered by researchers will be asked first whether they have consumed bottled water or not made a purchase. If consumed and willing to provide the information needed by the researcher, it will be used as a sample. But if consumers are found not to make purchases or do not consume bottled water (AMDK), it will be passed. So on until it meets a minimum sample count.

## RESULTS AND DISCUSSION

The instruments used in the study were questionnaires related to variabel marketing mix, consumer behavior, brand image, purchasing decisions and consumer satisfaction on bottled water products (AMDK) in west Sulawesi province. Before using the data on the questionnaire for research, the statement item on each variable has been conducted a questionnaire trial using a validity and reliability test that aims to find out the validity of the research instrument. The sample was used by 164 people.

Implementation of validity and reliability tests using Structural Equation Model /SEM) AMOS 21.0 program. Validity is the validity to show a measuring instrument is able to measure what is measured. The type of validity used is the validity of factors, where the validity related to the ability of a measuring instrument to measure the concept it measures. The withdrawal of instrument validity is done by an intercorrelation test whereby if the total correlation value of the indicator item  $> r$  table and probability  $< 0.05$ , meaning an indicator item is considered valid. Reliability is a test tool to find out the results of measurements remain consistent if done twice or more against the same symptoms using the same measuring instrument. To measure reliability, the Alpha Cronbach technique is used. Kreteria a research instrument can be said to be reliable if the Cronbach Alpha  $> 0.60$ . Table 8 shows the validity and reliability values of each indicator item as follows:

**Table 2. Correlation Test**

Variables/Indicators	Total Correlation	Table Correlation Values	Information	Cronbach's Alpha (>.60)	Information
Marketing Mix					
MM1	0,790		Valid		Reliable
MM2	0,802	0,1533	Valid	768	Reliable
MM3	0,721		Valid		Reliable
MM4	0,794		Valid		Reliable
Consumer Behavior					
CB1	0,784		Valid		Reliable
CB2	0,834	0,1533	Valid	817	Reliable
CB3	0,835		Valid		Reliable
CB4	0,760		Valid		Reliable
Brand Image					
BI1	0,744		Valid		Reliable
BI2	0,811		Valid		Reliable
BI3	0,810	0,1533	Valid	739	Reliable
BI4	0,749		Valid		Reliable
BI5	0,406		Valid		Reliable
BI6	0,441		Valid		Reliable
Purchasing Decision					
PD1	0,728		Valid		Reliable
PD2	0,859	0,1533	Valid	865	Reliable
PD3	0,818		Valid		Reliable
PD4	0,863		Valid		Reliable
PD5	0,788		Valid		Reliable
Consumer Satisfaction					
CS1	0,670		Valid		Reliable
CS2	0,889		Valid		Reliable
CS3	0,798		Valid		Reliable
CS4	0,919	0,1533	Valid	903	Reliable
CS5	0,760		Valid		Reliable
CS6	0,712		Valid		Reliable
CS7	0,757		Valid		Reliable
CS8	0,735		Valid		Reliable

Source: Amos data processing results (2021)

Based on the table, shows that all total indicator items are positively correlated  $> 0.05$ , this indicates the overall item indicator statement is valid. Similarly, the Cronbach Alpha value  $> 0.60$ , it indicates a reliable indicator item. Analysis of the results of the study using the structural equation model (SEM) with confirmatory factor analysis (CFA) program AMOS 21.0 (Analysis of Moment Structure, Arbuckle, 1997). The predictive strength of observation variables both at the individual level and at the construct level is viewed through the critical ratio (CR). If the critical ratio is significant then these dimensions will be said to be useful for predicting constructs or latent variables. The study's latent variables (constructs) consist of marketing mix, consumer behavior, brand image, purchasing decisions, and consumer satisfaction. Using the structural equation model of AMOS will be obtained fit model indicators. The benchmark used in testing each hypothesis is the critical ratio (CR) value of the regression weight with a minimum value of 2.0 in absolute terms. The criteria used are to test whether the proposed model has a conformity with the data or not. The fit model criteria

consist of: 1) degree of freedom must be positive and 2) non-significant Chi-square required ( $p \geq 0.05$ ) and above the accepted conservative ( $p = 0.10$ ) (Hair et al., 2006), 3) incremental fit above 0.90 is GFI (goodness of fit index), Adjusted GFI (AGFI), Tucker Lewis Index (TLI), The Minimum Sample Discrepancy Function (CMIN) divided by its degree of freedom (DF) and Comparative Fit Index (CFI), and 4) low RMSEA (Root Mean Square Error of Aproximation). Confirmatory Factor Analysis is used to examine variables that define a construct that cannot be measured directly. Analysis of the indicators used gives meaning to the labels given to other confirmed latent variables or constructs.

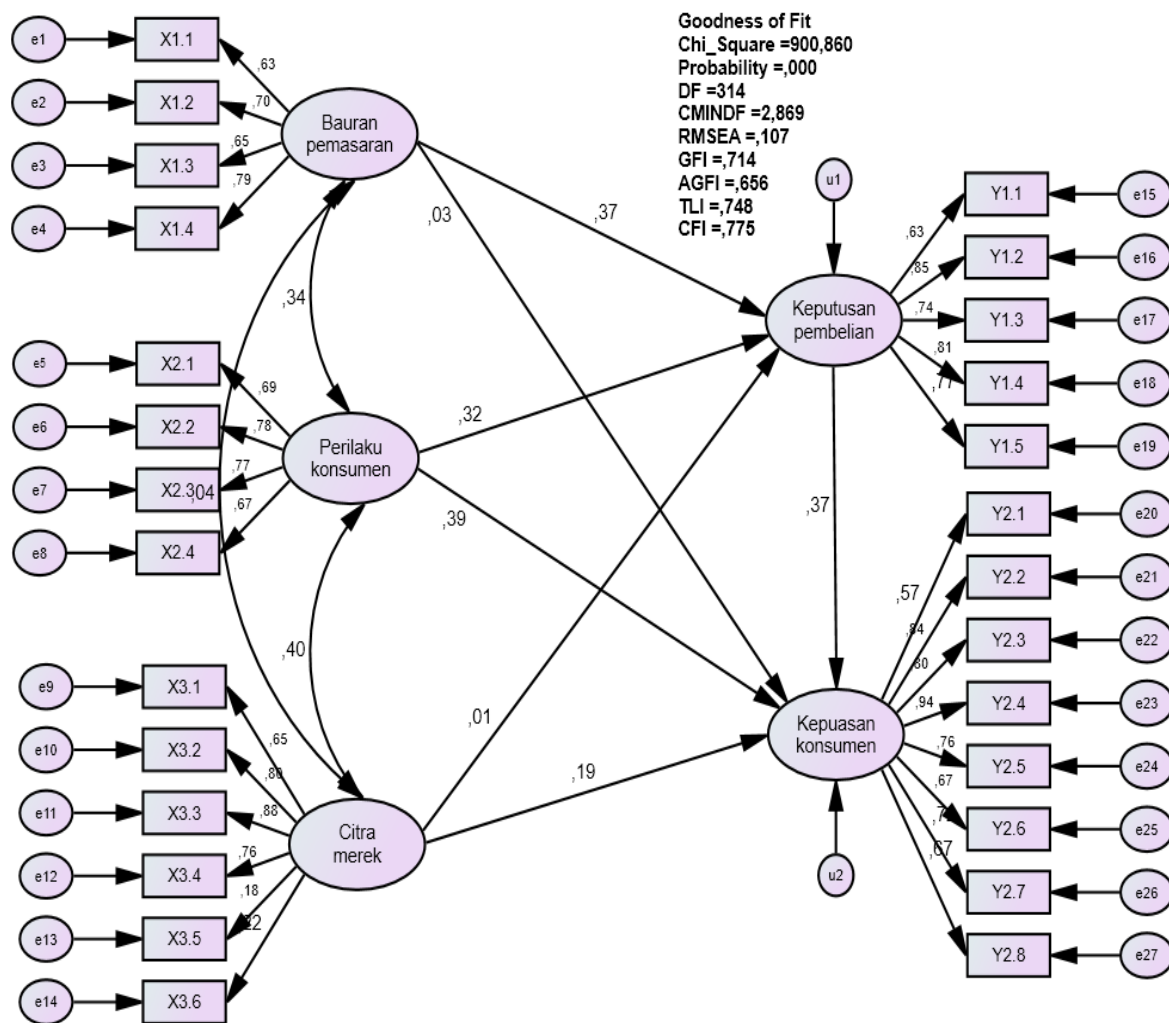


Figure 1. Construct test model

Based on the empirical model proposed in this study can be tested on the proposed hypothesis through the testing of path coefficients on the structural equation model. Table 3 is a hypothesis test by looking at the value of p value, if the value p value is less than 0.05 then the relationship between variables is significant. The test results are presented in the following table:

Table 3. Hypothesis Testing

H	Variable Independent	Intervining	Dependent	Direct	Indirect	Total	P-Value	Ket
1	Marketing mix		Purchase decision	0,191		0,191	0,021	Accepted
2	Consumer behavior		Purchase decision	0,414		0,414	0,001	Accepted
3	Brand image		Purchase decision	0,063		0,063	0,386	Rejected
4	Marketing mix		Consumer satisfaction	0,120		0,120	0,09	Rejected
5	Consumer behavior		Consumer satisfaction	0,313		0,313	0,001	Accepted
6	Brand image		Consumer satisfaction	0,191		0,191	0,003	Accepted
7	Purchase decision		Consumer satisfaction	0,384		0,384	0,001	Accepted
8	Marketing mix	Purchase decision	Consumer satisfaction	0,191	0,073	0,264	0,039	Accepted
9	Consumer behavior	Purchase decision	Consumer satisfaction	0,414	0,159	0,573	0,001	Accepted
10	Brand image	Purchase decision	Consumer satisfaction	0,063	0,024	0,087	0,397	Rejected

Source: Amos data results (2021)

The overall model of seven hypothesized direct paths, there are five significant paths and two insignificant paths and between the three indirect influence pathways, there are two significant and one insignificant influences. As for the interpretation of table 3 it can be explained that, the marketing mix has a significant positive effect on purchasing decisions with  $P = 0.021 < 0.05$  with a coefficient value of 0.191, this coefficient shows that the better the marketing mix, the better the buying decision. Then, consumer behavior has a significant positive effect on purchasing decisions with  $P = 0.000 < 0.05$  with a coefficient value of 0.414, this coefficient shows that consumer behavior in understanding the product offered can improve purchasing decisions. Brand image has an insignificant positive effect on purchasing decisions with  $P = 0.368 > 0.05$  with a coefficient value of 0.063, this coefficient indicates that the presence of a deeply embedded brand image in consumers does not affect the decision of buying in a particular brand.

The marketing mix has an insignificant positive effect on consumer satisfaction with  $P = 0.090 > 0.05$  with a coefficient value of 0.120, this coefficient shows that the marketing mix model carried out on eleven brands of bottled drinking water such as Aqua, Vit, Amidis, ETERNAL Plus+, Nestle, Ades, Pristine, Le Minerale Cleo, Total 8+, Club does not directly increase consumer satisfaction.

Consumer behavior has a significant positive effect on consumer satisfaction with  $P = 0.00 < 0.05$  with a coefficient value of 0.313, this means that the better consumer behavior, the better the customer satisfaction.

Brand image has a significant positive effect on consumer satisfaction with  $P = 0.003 < 0.05$  with a coefficient value of 0.191, this coefficient shows that the better the brand image of bottled water such as Aqua, Vit, Amidis, ETERNAL Plus+, Nestle, Ades, Pristine, Le Minerale Cleo, Total 8+, Club then consumer satisfaction is better.



Purchasing decisions have a significant positive effect on consumer satisfaction with  $P = 0.000 < 0.05$  with a coefficient value of 0.384, this coefficient shows that the more positive the consumer buying decision, the better consumer satisfaction.

The marketing mix affects consumer satisfaction through purchasing decisions, with  $P = 0.039 < 0.050$  with a coefficient value of 0.073. This means that the better the marketing mix drives consumers' purchasing decisions to buy and use products which ultimately impacts the better customer satisfaction.

Consumer behavior affects consumer satisfaction through purchasing decisions, with  $P = 0.001 < 0.050$  with a coefficient value of 0.159. This means that the more positive behavior of bottled water products such as Aqua, Vit, Amidis, ETERNAL Plus+, Nestle, Ades, Pristine, Le Minerale Cleo, Total 8+, the Club can make consumer purchasing decisions to use those products and ultimately impact consumer satisfaction.

Brand image has no effect on consumer satisfaction through purchasing decisions, with  $P = 0.397 < 0.05$  with a coefficient value of 0.024. This means that the brand image of a good bottled water product does not determine the purchase decision of the consumer so that it does not have an impact on consumer satisfaction that will be better.

### ***H1; Marketing Mix to Purchasing Decisions***

Based on the results of the first hypothesis can be observed from the results of structural equation model / SEM analysis. Marketing mix has a significant positive effect on purchasing decisions. This shows that the better the marketing mix, the better the buying decision. The results of this study are in accordance with research conducted by Lilik Andriyanto, Siti Syamsiar, Indah Widowati, (2019) where the results of the study showed the marketing mix had a significant positive effect on purchasing decisions. And some of the same research as Nanang Febrianto, Budi Hartono, Dewi Masyithoh, (2021). Iksan, Nailul Izzah, (2021). Bayu Nurbiyanto, Enni Sustiyatik, Nur Laely, (2021). Anita Yusica BR Sinuraya, Mokh. Rum, Amanatuz Zuhriyah, (2021). Ahmad Nurhadi, Mahnun Mas'adi, (2021). Norsyaheera Abd Wahab, et al (2016) Moses O. et al (2014) Rismawati Sitepu, et al (2020) Fauzian Noor, et al (2020) Suri Amalia and Ayu Novianti (2016).

### ***H2; Consumer Behavior to Purchasing Decisions***

Based on the results of the second hypothesis can be observed from the results of structural equation model / SEM analysis. Consumer behavior has a significant positive effect on purchasing decisions. This suggests that consumer behavior in understanding the bottled water products offered can improve purchasing decisions. The results of this study are in accordance with research conducted by Tarisai Fritz Rukuni and Eugene Tafadzwa Maziriri (2020), where the results of the study showed consumer behavior has a positive and significant effect on purchasing decisions. The results of this study are in accordance with research conducted by Berhanu Esubalew Bayih and Apar Singh (2020) Muzakar Isa and Robingatun Istikomah (2020). Okta Nofri and Andi Hafifah (2018) Aulia Rahman, et al (2020) Mayvita I.M.P. Repi, Joanne. V. Mangindaan, Dantje Keles, (2021). Siahaan Conscience, (2020) Shafirah, Lisbeth Mananeke, Jopie Jorie Rotinsulu (2020). Ramadhania, Herry Hardian, (2020). In contrast to the results of Sinollah's research, Dewi Nur Maulidiyah, Mohamad Tody Arsyianto (2020) the results of his research showed insignificant behavior in purchasing

decisions. The results of this study are in accordance with research conducted by Tutik Wahyuni, Amanatuz Zuhriyah (2020). Cherly Dwi Qarlina, (2020).

### ***H3; Brand Image to Purchase Decision***

Based on the results of the third hypothesis can be observed from the results of structural equation model / SEM analysis. Brand image has no significant effect on purchasing decisions. This shows that the brand image does not affect consumers in making purchases of bottled water products in the province of West Sulawesi. The results of this study are in accordance with research conducted by Siti Lam'ah Nasution, Christine Herawati Limbong, Denny Ammari Ramadhan Nasution, (2020) where the results showed the brand image had no significant effect on purchasing decisions.

### ***H4; Marketing Mix to Satisfaction Konsumen.***

Based on the results of the fourth hypothesis can be observed from the results of structural equation model / SEM analysis. Marketing mix has a positive effect not significant on consumer satisfaction. The results of this study are in accordance with research conducted by Rizky Yudha Fadillah, (2016), where the results showed the marketing mix had no significant effect on consumer satisfaction. Likewise with Muchtar's research, (2019) with the results of marketing mix research has no significant effect on consumer satisfaction. Similar to the research conducted by Fida Fathimah, (2020), Tisye Pingkan Elat, Lotje Kawet, Altje Tumbel, (2014). In line with the development of the business world in the age of increasing globalization, making consumer needs increasing. Thus, companies today face very stiff competition. Various ways are done to attract the interest of consumers in buying the products offered. Only companies that can keep pace with the desires of consumers are able to survive and continue to exist in today's business world. Faced with consumer behavior that always wants satisfaction in meeting their needs, business actors are required to make changes to the way they serve consumers, handle competitors and issue products.

### ***H5; Consumer Behavior to Consumer Satisfaction***

Based on the results of the fifth hypothesis can be observed from the results of structural equation model / SEM analysis. That consumer behavior has a significant positive effect on consumer satisfaction. This shows that the better the consumer behavior, the better the customer satisfaction. Consumer behavior becomes the direct action involved in purchasing bottled water products, Consumers in consuming bottled water products have differences in the decision process to choose the products to be consumed, from observations made by researchers in six districts in west Sulawesi Province, there are consumer differences between each other, the results of researchers' observations see consumers in Polewali Mandar Regency have a response on eleven bottled water products Aqua, Vit, Amidis, ETERNAL Plus +, Nestle, Ades, Pristine, Le Minerale, Cleo, Total 8+, Club, consumers have a free behavior of making product choices in accordance with the wishes and habits of consuming, this is supported by the existence of retail stores and several vendors that offer bottled water products with various brands.

### ***H6; Brand Image to Satisfaction***

Based on the results of the sixth hypothesis can be observed from the results of structural equation model / SEM analysis. Brand image has a significant positive effect on consumer satisfaction. This shows that the better the brand image, the better the customer satisfaction. Brand image is a representation of the overall perception of the brand in bottled water and the form of information and past experiences on a particular brand will leave a positive impression on the consumer's mind to the point of satisfaction felt by consumers. The image of the brand of bottled water is related to the attitude of consumers who have beliefs and preferences towards a particular brand, such as consumer satisfaction in Aqua products, there are also consumers who are satisfied with Le Minerale products and other bottled water products. Bottled water products that have a positive image in the eyes of consumers, will be more likely to make repeated purchases with the same product.

### ***H7; Purchasing Decision to Satisfaction***

Based on the results of hypothesis seven research can be observed from the results of structural equation model / SEM analysis. Consumer decisions have a significant positive effect on consumer satisfaction. This shows that the better the consumer's decision, the better the customer satisfaction. Consumers in purchasing products both consciously and unconsciously consumers are in a dynamic condition related to products that meet consumer expectations to the satisfaction that can be felt after purchasing products, bottled water with observations on eleven brands namely Aqua, Vit, Amidis, Eernal Plus +, Nestle, Ades, Pristine, Le Minerale, Cleo, Total 8+, Club, consumers in assessing products based on the satisfaction value obtained. Consumer satisfaction can be felt from the quality attached to the product, because bottled water products with good durability, are not easily damaged and needed and expected by consumers.

### ***H8; Marketing Mix to Customer Satisfaction Through Purchasing Decisions***

Based on the results of the eight hypothesis research can be observed from the results of structural equation model / SEM analysis. Marketing mix has a significant positive effect on consumer satisfaction through purchasing decisions. This is in accordance with the observation that the marketing mix (MarketingMix) by observing the condition of bottled water products, where the condition of the number of business actors both retail and non-retail stores in eman Regency in west Sulawesi Province, consumer behavior in assessing products shows positive behavior because bottled water products seem to provide more convenience for consumers in getting and consuming, consumers are also more facilitated by the presence or distribution of bottled water products have been sold to the corners of villages to hamlets.

### ***H9; Consumer Behavior toward Consumer Satisfaction Through Purchasing Decisions.***

Based on the results of the nine hypothesis research can be observed from the results of structural equation model / SEM analysis. Consumer behavior has a significant positive effect on consumer satisfaction through purchasing decisions. The results of hypothesis testing in this study indicate that if consumer attitudes are positive then consumer behavior in assessing bottled water products is also positive, If social class is high then consumer behavior of bottled water products is also high, and if bottled water products are sold by businesses and marketers / manufacturers are good then consumer behavior is also good.

Thus it can be understood that if consumers manyukai bottled water products will have a high level of ability or purchasing power, coupled with the consideration of information obtained from other consumers related to the quality of the product together will have a strong influence on consumer behavior in making purchases.

***H10; Brand Image towards satisfaction through purchasing decisions.***

Based on the results of the tenth hypothesis research can be observed from the results of structural equation model / SEM analysis. Brand image has a positive effect is not significant to the consumer's dispelling through purchasing decisions. Brand image cannot increase consumers in purchasing bottled water products, although brand image includes knowledge and confidence in brand attributes (cognitive aspects), consequences of using the brand, and appropriate use situations, as well as evaluations, feelings and emotions associated with the brand (affective aspects). But a different view on consumers in the West Sulawesi region who assess that the existence of bottled water products provides a guarantee of healthy water quality of the body when consumed, thus presenting consumer behavior in making purchases that do not question the existence of brands, meaning that products with any brand offered will have the potential to be purchased by consumers, so that the existence of brand image on certain products has not provided guarantees to provide satisfaction to consumers.

**CONCLUSSION**

Business need to pay for the diversity of products, where bottled water products from eleven brands marketed in the West Sulawesi region, not all business actors who offer products in full, it affects consumer decisions in choosing products and making purchases. Businesses need to pay attention to consumer habits in making purchases of bottled water (AMDK), where consumers generally make purchasing decisions on the basis of basic needs and get influences from friends, relatives and family. Businesses need to offer bottled water products with the presence of displays that are easily seen by consumers, where in general consumers make purchases on the basis of psychological responses to products or brands that consumers first remember as the basis of consideration in making purchasing decisions. Business people need to create confidence and positive perception in bottled water products offered to consumers, so as to influence consumer decisions in making product purchases, because they believe they can provide their own satisfaction to consumers. Business people need to pay attention to the bottled water products offered, especially in determining brands that gain the trust of consumers related to the quality they have, where consumers have behavior in making purchases in accordance with their belief in the benefits that are directly felt and provide satisfaction in consuming bottled water products. Businesses can improve the brand image of bottled water products offered to consumers by paying attention to attributes in the product such as packaging quality and checking periodically related to the validity of the product, where there are types of consumers who pay attention to the condition of the product before making a purchase.

Businesses can offer various brands and have sufficient stock availability in meeting consumer needs, in order to increase consumer satisfaction. Business people can pay attention to the price of products, where the price of bottled water on certain products changes in price at certain times, this happens in retail stores, so that non-retail stores are expected to pay more attention to pricing in selling products, so as to encourage consumer decisions in making

purchases and provide satisfaction after consuming products. Business people in increasing product sales, purchasing decisions are very important to note, therefore must be more specific to pay attention to consumers in making purchasing decisions especially on the side of consumer behavior that is not easy to understand because each individual has different behaviors in meeting consumer satisfaction. Business people need to improve their business reputation in the eyes of consumers by improving the brand image of bottled water products, because a good brand image makes consumers will not hesitate to make purchasing decisions and it is expected that the brand image of the product in accordance with the quality in the product so as to provide satisfaction for consumers in consuming the product.

Limitations in this study can result in less than perfect this study so it is expected to be perfected by other researchers. Some of the limitations and weaknesses of the first, this study was conducted only looking at consumers who make purchases directly in the West Sulawesi region. Then, The study did not fully get an assessment from consumers as a whole, where the object of the study still had access that could not be reached by researchers, so researchers conducted instrument sharing and observations in subdistrict city areas in six districts in West Sulawesi Province.

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