

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, BRAND IMAGE AND BRAND TRUST ON PURCHASING DECISIONS PURCHASE OF AQUA MINERAL WATER FOR MALIKUSSALEH UNIVERSITY STUDENTS

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Abstract

Abstract this research aims to test of product quality, promotion, brand image and brand trust on purchase decision. The data in this research was collected using questionnaires as the data collection instrument. The sample consisted of 130 respondents. This research used a quantitative approach with multiple linear regression analysis and was processed using SPSS (Statistical Package for the Social Sciences). The hypothesis was tested using SPSS version 25.0. The results of this study indicate that, partially, the product variable has a positive and significant effect on purchase decision of Aqua products, statistically $0.000 < 0.05$, and has a t-value $> t$ -table value of $4.713 > 1.657$. The promotion variable does not affect and is not significant for purchase decision of Aqua products, statistically $0.947 > 0.05$, and has a t-value $< t$ -table value of $0.066 < 1.657$. Meanwhile, the brand image variable has a positive and significant effect on purchase decision of Aqua products, statistically $0.002 < 0.05$, and has a t-value $> t$ -table value of $3.246 > 1.657$. Additionally, the product brand trust has a positive and significant effect on purchase decision of Aqua products, statistically $0.004 < 0.05$, and has a t-value $> t$ -table value of $2.974 > 1.657$. The Adjusted R Square value of the independent variables, namely product quality, promotion, brand image and brand trust, shows that 41.2% of the variance is explained by these variables, while the remaining 58.8% is explained by other variables not included in this study.

Keywords: *Product Quality, Promotion, Brand Image, Brand Trust, Purchase Decision*

INTRODUCTION

As the times develop, the demand for clean water increases, while water pollution becomes a serious problem. So that getting clean water that is safe for direct consumption becomes difficult. Mineral water companies produce bottled drinking water with the aim of making it easier for people to access clean water according to health standards. The development of the bottled drinking water (AMDK) industry in Indonesia is experiencing rapid growth along with increasing public awareness of the importance of clean and healthy water consumption. Humans as living things need food and drink in order to survive. (Bari, A., & Hidayat, 2022). According to Panuju (2019), the need for drinking water is inevitable. Every day we consume water either during meals, after exercise and doing activities. One theory that can be used to understand this trend is the hierarchy of human needs, while this goes hand in hand with Abraham Maslow's theory that there are 5 hierarchies of human needs, namely physiological needs, security, love and affection, self-esteem, and self-actualization. The bottled drinking water (AMDK) industry market has been growing in recent years along with the increasing needs of the community. Population growth and the middle income class, increasingly difficult access to clean drinking water due to a decrease in water quality caused by environmental damage and pollution, to reasons of practicality (Haqiqi, 2020). AMDK grew by an average of 5% per year during 2019-2024. The Indonesian Association of Bottled Water Companies (Aspadin) noted that the sales volume of bottled water in 2019 amounted to 26 billion liters and increased to 31 billion liters in 2024 indicated by the first point. In 2024, with 5% growth assumption, the volume increased to 31.5 billion liters.



Source : www.aspadin.com

The number of product brands issued by bottled drinking water (AMDK) companies in Indonesia adds to the fact that there is strong competition in the industry to make their product brands the best (Top Brand) in order to strengthen and expand their business. Top brands provide important meaning for brand competition in the market, because top brands are able to provide a measure of a brand's success in the market (Pratama, 2020). Another factor that makes consumers choose Aqua products is because the attractive design of the Aqua brand bottled water logo on the packaging and the Aqua brand bottled water includes the expiration date, month and year on the packaging. Not only that, consumers' decisions to buy this product are driven by clean packaging and the level of original taste and suitability of Aqua brand AMDK products for quality that is in accordance with established standards. Bottled drinking water (AMDK) brand Aqua has made many innovations and strategies to maintain quality in order to provide important benefits for consumers of bottled drinking water (AMDK) brand Aqua.

Aqua is a brand of bottled drinking water (AMDK) produced by PT Tirta Investama in Indonesia since 1973. Aqua's position as top of mind makes the bottled water product a product category with a generic brand or has a high brand image because it is the bottled water with the largest sales and pioneers the industry in Indonesia. And positioned as a premium mineral water that emphasizes purity and freshness. Aqua brand bottled water products have their own uniqueness that easily attracts the attention of consumers. Given that Aqua has its own uniqueness, it is easy to attract consumer attention. Given that Aqua is an AMDK product that first existed and is a product that is superior to its competition, it causes many consumers to repurchase Aqua Brand Bottled Drinking Water (AMDK) products, due to consumer knowledge about the benefits of Aqua which are good for body health. In addition, consumers have the convenience of obtaining these products because Aqua creates products in various forms of packaging and various volume variations, namely 220 ml cup packaging, plastic bottle packaging (330 ml, 600ml, and 1500ml), 19 liter gallon packaging. From the top brand index data below, from 2021 to 2024, it displays products in the Aqua brand bottled drinking water category. Top Brand is an award given to consumer choice brands with an assessment based on consumer research. The following presents sales data for the Aqua brand bottled drinking water category. Aqua, which has now become a generic brand in the Indonesian market, which for years has always occupied the Top Brand Award in the bottled water category, it turns out that since the last five years Aqua's Top Brand Index has continued to decline (although it still occupies the Top Brand).

Table 1.1 Top Brand 2021-2024

No	Nama Brand	2021	2022	2023	2024
1.	AQUA	62.5	57.2	55.1	46.9
2.	Ades	7.5	6.4	5.3	5.5
3.	Cleo	3.7	4.2	4.2	5.1
4.	Club	5.8	3.8	3.5	3.3
5.	Le Minerale	4.6	12.5	14.5	18.8

Sumber: Top Brand Award (www.topbrand-award.com)

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In the table above, Aqua products experienced instability from 2021 to 2022, an increase of 5.3 percent, from 2022 to 2023 a decrease of 2.1 percent and from 2023 to 2024 another decrease of 8.2 percent. Meanwhile, Aqua's comprehensive data is confidential data that is not openly published by the company. Table 1.1 shows that the percentage of the Aqua brand AMDK market in Indonesia has a high percentage compared to the percentage of other AMDK brands such as Le Minerale, club, ades, cleo and others. Aqua has long occupied the position as the number 1 brand in the bottled drinking water category in Indonesia. With a strong brand image, high consumer trust and recognized quality, Aqua has become the top choice for many consumers across Indonesia. There are several factors that have led to Aqua's decline in terms of brand image, product quality, brand trust and promotion. Purchasing decisions are the stage of the decision process where consumers purchase products. Purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate whether each of these alternatives can solve the problem, which then leads to a purchase decision Andrian, (2022) before making a purchase decision on a product, consumers will show the quality of the products they will buy, the better the quality of a product, the tendency of consumers to buy the product also increases. Furthermore, the factor that influences purchasing decisions is product quality.

Product quality is a factor that has a significant effect on purchasing decisions. According to research from Nurliyanti & Hadibrata, (2022) which states that product quality variables have a significant effect on purchasing decisions. This study reveals that product quality is one of the main factors that influence consumer interest and decisions in choosing certain products. Then previous research by Hutagalung & Handoyo Djoko Waluyo, (2020) which states that Product Quality has a positive and significant effect on purchasing decisions. However, in contrast to research by Grace Poluan, (2021) which states that Product Quality has a negative and significant effect on purchasing decisions. In addition, environmental factors are also an important consideration, Aqua has been involved in various sustainability initiatives that attract consumers who care about the environment. Pillana & Qosa, (2019) in "Global Bottled Water Consumption on the Rise," explains that environmental awareness is increasingly influencing consumer behavior, especially in choosing environmentally friendly products. Aqua, through its plastic reduction campaign and recycling program, has strengthened its position as a brand that supports sustainability, as Aqua products have guaranteed efficacy for health. which also has a positive impact on purchasing decisions.

Based on these factors, product quality is also a key factor in consumer purchasing decisions. Product quality includes aspects such as taste, safety, packaging and conformity to consumer expectations. Good product quality can increase consumer satisfaction and strengthen brand loyalty. Product quality involves the ability of a product to show its benefits by involving a number of factors, including durability, strength, ease of use and adaptation, and other additional values (Christina and Purba, 2022). Research conducted by Pratyaharani & Ratono, (2022) proved that product quality has a positive and significant effect on purchasing decisions. The smarter consumers and the increasing choice of products available in the market, lead to tighter competition on the producer side in an effort to compete for the attention of consumers in the market to buy their products. Aqua, which is one of the mineral water products that already has a top brand.

On the other hand, promotion is also a key factor in influencing consumers in making purchasing decisions. Promotion is an effort or effort of communication activities carried out by companies to consumers with the aim of providing information, convincing and influencing consumers to be interested in buying the products or services offered. Promotion aims to increase sales by capturing the attention of consumers until they make a purchase decision. Kotler, (2014) states that sales promotions are temporary marketing efforts aimed at encouraging consumers to buy products or services faster or in larger quantities. Furthermore, Melinda & Faizal, (2022) in their research stated that promotion has an effect on purchasing decisions. However, in research conducted by Nasution, (2019) said that promotion has no effect on purchasing decisions. This is because consumers tend to choose products with high quality that meet their expectations in terms of functionality, durability, and superiority compared to other products. many choices make Aqua products an attraction for consumers in increasing purchasing decisions.

This is in line with research from Mohammad Ramadani, (2019) which states that promotional variables have a positive and significant effect on purchasing decisions. One of the things that influences purchasing decisions is brand image. Brand image is a person's perception of a brand or product that exists in the consumer's memory. When customers have a positive opinion about a brand, they are more likely to use the product again in the future, thus giving them a sense of personal satisfaction Oktavia & Sudarwanto, (2023) Brand image is one of the main considerations for consumers in choosing and trusting products, especially in the midst of intense competition with similar brands. Research conducted by (Christina, 2022). Aqua brand bottled drinking water products have given a positive impression to consumers and built a good brand reputation over the years because of their purity image. As supported by research in line with Dorigoni & Bonini, (2023) in his journal "Bottled Water Versus Tap Water

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Understanding Consumer's Preferences" found that preferences for bottled water are driven by consumer perceptions of the safer quality of bottled water, especially in areas with tap water quality problems. This is relevant for Aqua, which is often chosen for its purity image in Indonesia. In his research Fauziah, (2019) states that brand image has a positive and significant relationship to purchasing decisions. This means that the better the brand image in the eyes of consumers, the higher the likelihood that consumers will choose Aqua. Brand experience greatly influences consumers' perceptions of a brand based on the associations they have with the product. When brand image is positive, consumers tend to feel more confident, comfortable, and proud to choose that product over others with weaker brand images. Previous research findings, such as the study by Dewi Triana & Hidayat (2023), indicate that the brand image variable has a positive and significant influence on purchasing decisions. Previous research conducted by Yunda & Shabrina (2019) also stated that brand image has a positive and significant influence on purchasing decisions. However, in research conducted by Kakisna & Yenny (2021), it was stated that brand image does not have a significant influence on purchasing decisions.

The issue faced by Aqua regarding brand image is that in the highly competitive bottled water market, intense competition can lead consumers to be more inclined to try other brands that offer more innovative or appealing benefits. Consumers' perceptions of a particular brand prompt producers to consistently provide innovation and high-quality products, as without good product quality, a product will not survive long in the market. Product quality is one of the keys to competition among economic sectors serving consumers. Brand trust is also one of the key factors influencing purchasing decisions, which is formed through consumer confidence in the product, brand, and its quality. This brand trust can generate consumer loyalty, which in turn encourages sustainable purchasing decisions (Andari & Sumiyarsih, 2021). Therefore, consumers tend to choose products from brands that are considered trustworthy, reliable, and provide consistent value. Brand trust is directly related to purchasing decisions, where consumers prefer products from that brand over others. Brand trust also plays an important role in purchasing decisions. When facing challenges, consumers tend to choose well-known and trusted brands of drinking water. This applies to Aqua, which has long built a reputation as a reliable and high-quality product in the Indonesian market. This trust is reinforced by Aqua's widespread distribution across the country, enabling consumers to easily access the product anywhere (Rauf Kusdianto & Gustiani, 2021).

Research conducted by Heliani & Mahani (2022) found that the brand trust variable has a positive and significant influence on the purchase decision variable. Additionally, Yusi Intan Junia (2021) highlighted in her research that brand trust simultaneously has a positive influence on purchase decisions. However, in a study conducted by Vinny & Prasetyo (2020), it was stated that brand trust does not significantly influence purchase decisions. A significant study in the journal *Environmental Science & Technology* by Chen, T., Sun, Y., Dong, H., Chen, J., Yu, Y., Ao, Z., & Guan (2022) revealed important facts related to bottled mineral water. The study highlighted the presence of microplastics in mineral water. This discovery has drawn the attention of the public and consumers, creating new challenges regarding consumer trust in brands and the quality of bottled mineral water products. As part of the beverage industry, which heavily relies on brand image and consumer trust, this has prompted serious attention to the environmental impact of plastic packaging and made product quality and brand trust critical focuses for understanding the dynamics of purchasing decisions. Thus, we can conclude that consumers' decisions to purchase bottled water are influenced by many factors, including product quality, brand, and taste. The presence of bottled water brands on the market provides health benefits and guarantees that are beyond doubt. Based on the phenomena and research gaps described above.

LITERATURE REVIEW

The Influence of Product Quality on Purchase Decisions

Product quality is a major factor influencing consumer purchasing decisions. Therefore, Aqua needs to ensure that the quality of its products remains consistent in terms of taste, purity, and safety. This can be achieved through stricter quality control processes and investment in improved production technology to ensure the cleanliness, freshness, and consistent taste of Aqua water in every bottle. Angela & Paramita (2020), product quality is everything that can be offered to the market to attract attention, be purchased, used, or consumed that can satisfy desires or needs. According to Ludiansyah & Bastomi (2023), product quality is defined as something that consumers can recognize, demand, and have their needs met in accordance with what is offered by the company. On the other hand, according to Nugroho (2022), product quality is the variation or range of products sold or traded by a company, whether it be a small retailer or a large corporation.

H1: Product quality has a significant effect on purchase decisions.

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The Influence of Promotion on Purcahse Decisions

Promotion is one of the elements of the marketing mix that aims to increase awareness, interest, and purchase of products or services through various methods and techniques. Promotion involves communication efforts used by companies or organizations to convey messages to their target market or audience. According to Marlius & Jovanka (2023), the promotion mix is a combination of several marketing strategy and sales promotion variables, which are designed to achieve the objectives of the sales program.

H2: Promotion has a significant effect on purchase decisions.

The Influence of Brand Image on Purcahse Decisions

Companies that are able to market their products well project something special in the eyes of consumers. The role of brand image is to convey the product to consumers (Silape & Tumbuan, 2019). According to Firmansyah (2019), consumer trust in a particular brand is referred to as brand image. According to Susetyo & Setiagraha (2021), brand image is the belief that emerges and is held by consumers regarding the quality of a particular brand, which serves as a reference in selecting a product during the purchasing decision. Meanwhile, Eva & Widya (2021) state that brand image is a representation of a brand that arises from consumers' memories. Tondang & Silalahi, (2022) a good brand image will encourage and increase sales and the image of the company, and brand image can be considered as what consumers think of when they remember a particular brand. Another opinion states that brand image is a stable perception that lasts for a long time, which is formed through experience and tends to be consistent Nurlala, (2021).

H3: Brand Image has a significant effect on purchase decisions.

The Influence of Brand Trust on Purcahse Decisions

Brand trust is the level of security felt by a consumer through their interaction with a brand, based on the consumer's perception that the brand is reliable and responsible for the interests and welfare of consumers (Damaryanti & Miranda, 2022). Brand trust is the brand's ability to derive from consumers' belief that a product can fulfill the promised value and prioritize consumer interests, with indicators including trust, reliability, honesty, and safety (Deodata & Soamole, 2019). Brand trust is held by consumers based on their experience of consuming a product, where that experience will influence consumers' subsequent purchasing decisions (Pratiwi & Rachmi, 2020). Ngabiso, Rdja, and Kango (2021) state that brand trust influences purchasing decisions. The influence of the brand trust variable is due to the trust built by consumers, resulting in the expectation that other parties will act in accordance with consumer needs and desires.

H4: Brand Trust has a significant effect on purchase decisions.

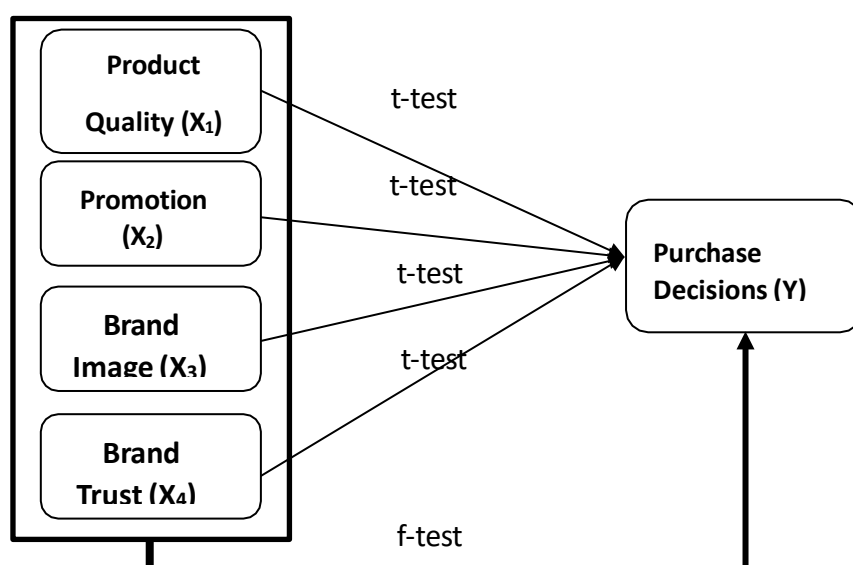


Figure 1 Conceptual Framework

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Hypothesis

- H1: It is suspected that product quality has a positive and significant influence on purchase decision Aqua mineral water among students at Malikussaleh University.
- H2: It is suspected that promotion has a positive and significant influence on purchase decision Aqua mineral water among students at Malikussaleh University..
- H3 : It is suspected that brand image has a positive and significant influence on purchase decision Aqua mineral water among students at Malikussaleh University.
- H4 : It is suspected that brand trust has a positive and significant influence on purchase decision Aqua mineral water among students at Malikussaleh University.

METHOD

This study uses data from 2022 to 2024 to determine the influence of product quality, promotion, brand image, and brand trust on purchasing decisions. This study uses purposive sampling techniques and obtains a sample of 130 students from Malikysaleh University who have purchased Aqua Mineral Water products in the last four years. Data analysis includes normality, multicollinearity, and heteroscedasticity tests to test hypotheses using partial (t-test) and simultaneous (F-test) methods. Additionally, this study uses multiple linear regression to test whether there is a significant relationship between all research variables.

The multiple linear regression equation in this study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y	: Purchase Decisions
β_0	: Constant
β_1	: Regression Coefficient of Product Quality:
β_2	: Regression Coefficient of Promotion
β_3	: Regression Coefficient of Brand Image
β_4	: Regression Coefficient of Brand Trust
X1	: Product Quality
X2	: Promotion
X3	: Brand Image
X4	: Brand Trust
E	: Error term

RESULTS AND DISCUSSION

Normality Test

The Kolmogorov Smirnov test normality test in the table above shows the Asymp. Sig. (2-tailed) value of 200c,d. This shows that the significant value is greater than the level value of $\alpha = 0.05$, therefore it can be concluded that the residual value data of the regression model in this study is normally distributed.

Heteroscedasticity Test

The results of the heteroscedasticity test in the table above show that the points on the scatterplot graph do not have a clear or regular distribution pattern and the points are spread above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test

The multicollinearity test in the table above shows that the tolerance value obtained in product quality is 0.834 with a VIF value of 1.199, the tolerance value obtained in promotion is 0.549 with a VIF value of 1.822, the tolerance value obtained in brand image is 0.689 with a VIF value of 1.452, and the tolerance value obtained in brand trust is 0.634 with a VIF value of 1.578. This indicates that the tolerance value is greater than 0.10 and the VIF value is less than 10, meaning there is no multicollinearity between the independent variables.

Multiple Linear Regression Analysis

Multiple Linear Regression Test Results

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Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.480	1.411		3.175	.002
Product Quality	.146	.031	.348	4.713	.000
Promotion	.006	.089	.006	0.066	.947
Brand Image	.352	.108	.264	3.246	.002
Brand Trust	.304	.102	.252	3.224	.004

a. Dependent Variable: Purchase Decisions

Source: Data processing results (2025).

R2 Determination Coefficient Test

The coefficient of determination (adjusted r-squared) obtained was 0.656. This indicates that the purchase decision (Y) for Aqua mineral water products is influenced by product quality (X1), promotion (X2), brand image (X3), and brand trust (X4) by 41.2%. Meanwhile, the remaining 58.8% of the Purchase Decision for Aqua Mineral Water among Malikussaleh University students is influenced by other variables not used in this study. Therefore, it can be concluded that the Purchase Decision (Y) for Aqua Mineral Water among students at Malikussaleh University has a strong correlation or relationship with the variables of Product Quality (X1), Promotion (X2), Brand Image (X3), and Brand Trust (X4).

The Influence of product quality on Purchase Decisions

Based on the results of data analysis, the regression coefficient obtained a positive value of 0.146, with a t-value of 4.713 > the table t-value of 1.657, and a significance level of 0.00 < 0.05. This means that the Product Quality variable (X1) has a positive and significant partial effect on Purchase Decisions (Y). Therefore, the hypothesis stating that product quality has a positive and significant effect on the Purchase Decision of Aqua Mineral Water among Malikussaleh University students is accepted (H1 accepted). In this case, it can be concluded that product quality can encourage consumers to make a purchase decision for Aqua. This indicates that the higher the quality standards offered by Aqua, the greater the purchase decision among consumers. Product quality is the primary factor influencing consumer purchase decisions. Therefore, Aqua must ensure that its product quality remains consistently maintained, both in terms of taste, purity, and safety. This can be achieved through stricter quality control processes and investing in production technology improvements to ensure the cleanliness, freshness, and consistent taste of Aqua water in every bottle. This is further supported by research conducted by Permatasari & Pudjoprastyono (2023), which explains that product quality variables have a positive and significant influence on purchasing decisions.

The Influence of Promotion on Purchase Decisions

Based on the results of data analysis, the regression coefficient obtained a positive value of 0.006, with a t-value of 0.066 > the table t-value of 1.657, and a significance level of 0.947 > 0.05. This means that the Promotion variable (X2) has an insignificant effect on the Purchase Decision (Y). Therefore, the hypothesis stating that promotions do not have a significant effect on the Purchase Decision of Aqua Mineral Water among students at Malikussaleh University is accepted (H2 is rejected). In this case, it can be concluded that promotions are temporary. This condition indicates that, in the context of mineral water products, purchasing decisions are more influenced by other aspects such as base price, product availability, taste quality, and brand preference, rather than promotional influence. With these factors, it can be concluded that brand strength, consumer trust, and purchasing habits are more dominant than the impact of promotions in purchasing decisions for products like Aqua. This is because Aqua already has very strong brand awareness in the market. Consumers often prioritize product availability and accessibility over seeking promotions. Aqua is easily found in many locations, so consumers tend to purchase it without considering promotions. This is supported by research conducted by Alvin Praditya (2023), which states that promotions do not significantly influence purchasing decisions for the Le Mineral brand.

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The results of this study align with research by Sitompul (2022) and Azmi (2021). Business communication factors are more dominant in shaping purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Based on the results of data analysis, the regression coefficient obtained a positive value of 0.352, with a t-value of $3.246 >$ the table t-value of 1.657, and a significance level of $0.002 < 0.05$. This means that the Brand Image variable (X3) does not have a significant effect on the Purchase Decision (Y). Therefore, the hypothesis stating that brand image has a significant influence on the Purchase Decision of Aqua Mineral Water among students at Malikussaleh University is accepted (H3 accepted). In this case, it can be concluded that the higher the brand image provided by Aqua, the higher the purchase decision. To improve Aqua's brand image, actions can be taken to ensure that Aqua meets consumer needs and desires, as well as providing a positive experience for consumers. By meeting consumer needs and desires, Aqua can build a positive brand image and make consumers feel confident in choosing Aqua products. This aligns with the theory proposed by Tjiptono (2019) that brand image is a series of associations perceived by individuals over time, as a result of direct or indirect experiences with a brand. By providing a positive experience for consumers, Aqua can influence consumer purchasing decisions and encourage them to continue choosing Aqua products. These results align with the research conducted by Nuning Nurna Dewi (2021), who stated that the brand image variable has a positive and significant influence on purchasing decisions. These findings are consistent with the research conducted by Rahman (2021), Kristina, Irawan, and Nurhayati (2019), who also concluded that brand image influences purchasing decisions.

The Influence of Brand Trust on Purchase Decisions

Based on the results of data analysis, the regression coefficient obtained a positive value of 0.006, with a t-value of $0.304 >$ the table t-value of 1.657, and a significance level of $0.004 < 0.05$. This means that the Brand Trust variable (X4) has a significant influence on the Purchase Decision (Y). Therefore, the hypothesis stating that brand trust has a significant influence on the purchase decision of Aqua Mineral Water among students at Malikussaleh University (H4 accepted) is accepted. In this case, it can be concluded that these results are in line with the research by Syukur (2019), Ngabiso, Rdja, and Kango (2021), which states that brand trust influences purchase decisions. The influence of the brand trust variable is due to the trust built by consumers, resulting in the expectation that the other party will act in accordance with the needs and desires of consumers. When someone has placed their trust in another party, they are confident that their expectations will be met and they will not be disappointed. As stated by Syukur (2019), brand trust is the high expectation or possibility that the brand will result in positive outcomes for consumers.

CONCLUSION

1. Product quality has a positive and significant influence on the decision to purchase Aqua mineral water among students at Malikussaleh University, with a t-value for the product quality variable of $4.173 > 1.657$ t-table and a significance value of 0.000.
2. Promotion does not have a positive and significant influence on the decision to purchase Aqua mineral water among students at Malikussaleh University, with a large t-value for the purchase decision variable of $0.066 < 1.657$ t-table and a significance level of 0.947.
3. Brand image has a positive and significant effect on the purchase decision of Aqua mineral water among students at Malikussaleh University, with a t-value for the brand image variable of $3.246 > 1.657$ t-table and a significance level of 0.002.
4. Brand trust has a positive and significant influence on the purchase decision of Aqua mineral water among students at Malikussaleh University, with a t-value for the brand trust variable of $3.224 > 1.657$ t-table and a significance level of 0.004.

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