

# The Influence of Product Quality and Price on Purchase Decisions for Sanqua Bottled Drinking Water: A Case Study at PT Grahamas Intitirta Kuningan

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## Abstract

The bottled drinking water (BDW) industry in Indonesia continues to grow rapidly, driving intense competition among brands and requiring companies to offer high product quality at competitive prices in order to strengthen consumer purchase decisions. This study examines the influence of product quality and price on the purchase decision for Sanqua bottled drinking water, produced by PT Grahamas Intitirta Kuningan, a company located in Bandorasa Wetan, Cilimus, Kuningan Regency, West Java. A preliminary survey indicated that consumer purchase decisions toward Sanqua remain relatively low, particularly regarding repeat purchase and post-purchase satisfaction, while the brand's sales volume still trails major competitors such as Batavia and Vit. This study employed an explanatory quantitative approach with an associative design. Data were collected from 80 respondents selected through simple random sampling and analyzed using multiple linear regression with IBM SPSS. The partial t-test results showed that product quality has a positive and significant effect on purchase decision, with a t-value of 2.525 and a significance value of  $<0.001$ . Price also has a positive and significant effect on purchase decision, with a t-value of 3.164 and a significance value of  $<0.001$ , making price the more dominant variable (Beta = 0.502 versus 0.401). The simultaneous F-test showed an F-value of 147.262 with a significance of  $<0.001$ , indicating that product quality and price together significantly influence purchase decision. The R-Square value of 0.793 indicates that these two variables explain 79.3% of the variation in purchase decision, while the remaining 20.7% is influenced by other variables outside this model, such as promotion, brand image, and service quality.

**Keywords:** Product Quality, Price, Purchase Decision

## Introduction

The bottled drinking water (BDW) industry in Indonesia has shown significant growth in recent years, driven by rising public awareness of hygienic and safe drinking water and by an increasingly practical lifestyle. As one of the most frequently purchased daily necessities, BDW has attracted a growing number of companies competing through product innovation and marketing strategy. Under

these conditions, companies are required to offer quality products at competitive prices in order to defend and expand their market share (Ismail et al., 2024). Competition has intensified not only at the national level among major brands such as Aqua and Vit, but also at the regional level, including in Kuningan Regency, where several BDW brands compete for consumer attention. Consumers' purchase decisions are shaped by multiple considerations, among which product quality and price are widely regarded as the primary factors weighed before a purchase is made (Reditya Putra Octevio Rezky et al., 2024).

PT Grahamas Intitirta is a domestically invested company operating in the BDW industry under the brand Sanqua. The company is located in Bandorasa Wetan Village, Cilimus District, Kuningan Regency, West Java, a site chosen for its proximity to natural springs at the foot of Mount Ciremai that are known for good mineral content. Established through a deed of incorporation ratified in 1994, the company has continuously upgraded its production facilities and applies a strict quality management system to meet Indonesia's food-safety standards, while also pursuing corporate social responsibility programs for the surrounding community.

A preliminary survey conducted among Sanqua consumers indicated that purchase decisions toward the brand remain relatively low. Across the purchase-decision indicators, a large share of respondents disagreed that they purchased Sanqua out of routine habit (56.7%), felt satisfied after consuming it (63.3%), or were willing to recommend it to others (56.6%). Sales data for the period February 2025–February 2026 further show that Sanqua's monthly sales volume across its cup and bottle formats consistently trailed competitors such as Batavia and Vit; for example, in October 2025 Sanqua's 220 ml cup format sold only 8,508 units compared with 224,884 units for a comparable Vit product. Meanwhile, Sanqua's retail price sits in a mid-range position relative to competitors—for instance, Rp16,500 for a 220 ml cup, higher than Batavia's Rp14,500 but lower than Vit's Rp18,500—suggesting that price alone does not constitute a clear competitive advantage.

Regarding product quality, the preliminary survey found that 56.7% of respondents disagreed that Sanqua has a consistent taste, and 53.3% disagreed that the water appears clear and free of foreign particles, although perceptions were more favorable toward packaging-size variety (70.0% neutral/positive) and label information (66.7% neutral/positive). For price, 43.4% of respondents disagreed that Sanqua's price matches their financial capability, and 53.3% disagreed that the price is commensurate with the quality offered, indicating that consumers' perceived value of the product remains suboptimal. These preliminary findings suggest that both product quality and price require closer examination as determinants of the purchase decision for Sanqua bottled water.

Based on this background, the present study aims to examine and analyze the partial and simultaneous influence of product quality and price on the purchase decision for Sanqua bottled drinking water at PT Grahamas Intitirta Kuningan. The findings are expected to provide practical input for the company in formulating more effective marketing strategies, as well as to contribute to the marketing-management literature on the relationship between product quality, price, and consumer purchase decisions.

## **Literature Review**

### ***Purchase Decision***

Purchase decision refers to the stage in the consumer decision-making process at which a consumer actually decides to buy a product after evaluating available alternatives (Amirullah, 2022). Schiffman and Wisenblit (2021) define it as a selection among two or more alternatives, shaped by psychological, social, and situational factors that influence consumer behavior. Beyond cultural, social, personal, and psychological factors (Gozali, 2024), marketing-mix elements such as product quality and price are also key determinants, as consumers tend to choose the product that offers them the best overall value. Following Amirullah (2022) and Schiffman and Wisenblit (2021), this study measures

purchase decision through five dimensions: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

### ***Product Quality***

Product quality is the ability of a product to perform its intended functions, encompassing durability, reliability, precision, ease of use, and other attributes that create value for consumers (Puspitasari, 2023). Giovanni (2024) describes it as a dynamic condition related to products, services, people, processes, and environments that is capable of meeting or exceeding customer expectations. Building on Gumilang (2024), this study operationalizes product quality through six dimensions—performance, features, reliability, conformance to specification, durability, and aesthetics. Prior research indicates that superior product quality strengthens consumer trust and satisfaction, thereby positively influencing purchase decisions (Rahman & Hidayat, 2022; Sambo et al., 2022).

### ***Price***

Price represents the amount of money charged for a product or the value consumers exchange for the benefits of owning or using it (Tritanty, 2025), and remains the only element of the marketing mix that directly generates revenue for the firm (Sari, 2024). Referring to Naufal (2024), this study measures price through four dimensions: affordability, price-quality conformity, competitiveness, and price-benefit conformity. Consumers typically weigh a product's price against the benefits received and against competitors' prices before deciding to purchase; when price is perceived as fair and aligned with quality, it exerts a positive and significant influence on purchase decision (Ridwan, 2024; Zabidatus et al., 2023).

### ***Relationships Between Variables and Hypothesis Development***

Product quality is expected to positively influence purchase decision, since consumers who perceive strong product performance, reliability, and durability are more inclined to trust and repurchase a brand (Puspitasari, 2023; Rahman et al., 2023). Price is likewise expected to positively influence purchase decision, as a price perceived to be fair relative to quality and competitors increases consumers' willingness to buy (Ridwan, 2024). Because consumers evaluate quality and price jointly rather than in isolation, the two variables are also hypothesized to exert a significant simultaneous influence on purchase decision: a high-quality product offered at an excessive price can suppress purchase intention, whereas a well-priced, good-quality product is more readily accepted by the market (Shalihah et al., 2021; Skiensi & Sulistiani, 2025). Based on this reasoning, the study proposes the following hypotheses:

H1: Product quality has a positive and significant effect on the purchase decision for Sanqua bottled drinking water at PT Grahamas Intitirta Kuningan.

H2: Price has a positive and significant effect on the purchase decision for Sanqua bottled drinking water at PT Grahamas Intitirta Kuningan.

H3: Product quality and price simultaneously have a positive and significant effect on the purchase decision for Sanqua bottled drinking water at PT Grahamas Intitirta Kuningan.

### ***Research Method***

This study applies a quantitative, explanatory research design with an associative approach, aimed at testing the causal relationship between product quality, price, and purchase decision (Creswell, 2024). Data were collected using a structured questionnaire built around each variable's indicators, measured on a five-point Likert scale.

The population comprises Sanqua's official distribution outlets across PT Grahamas Intitirta's marketing area, totaling 250 outlets spread across 17 regions in West Java and Central Java (e.g., Subang 36, Garut 24, Tasikmalaya 24, Indramayu 25, Purwakarta 21). The sample size was determined using the Slovin formula with a 10% margin of error, yielding a minimum of 72 respondents; this was rounded up to 80 respondents to strengthen representativeness and the reliability of the statistical

analysis. Respondents—Sanqua consumers within the company's marketing area—were selected using simple random sampling.

Data were collected through questionnaires as the primary instrument, complemented by direct observation of production and distribution activities and structured interviews with consumers and outlet operators to support and triangulate the quantitative findings. All data were processed with IBM SPSS. The analysis technique proceeded through instrument testing (validity and reliability), classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, the coefficient of determination ( $R^2$ ), and hypothesis testing using the partial t-test and simultaneous F-test at a 5% significance level.

## Results and Discussion

### Respondent Profile

Of the 80 respondents, 52.5% were female and 47.5% male, indicating a fairly balanced gender composition. The majority (81.3%) were aged 21–30 years, reflecting a productive-age consumer base with high daily water-consumption needs. By occupation, 70.0% were employees, 23.8% students, and 6.2% other occupations. Respondents were geographically concentrated in Cirebon (26.3%) and Kuningan (22.5%), with the remainder spread across surrounding regions such as Banjar, Brebes, Pematang, Majalengka, Subang, Tasikmalaya, and Indramayu, confirming these two areas as Sanqua's core market.

### Descriptive Analysis of Research Variables

Respondents' perceptions of each variable were assessed on a five-category interval scale ranging from Very Poor (1.00–1.80) to Very Good (4.21–5.00), following Sugiyono (2024). The resulting means for all three variables are summarized in Table 1.

*Table 1. Descriptive Summary of Research Variables*

| Variable              | Mean | Category | Notable Indicator                                     |
|-----------------------|------|----------|-------------------------------------------------------|
| Product Quality (X1)  | 3.09 | Fair     | Lowest: product availability in stores (2.52)         |
| Price (X2)            | 2.98 | Fair     | Lowest: price competitiveness vs. other brands (2.63) |
| Purchase Decision (Y) | 2.78 | Fair     | Lowest: routine/repeat purchase (2.28)                |

Source: Questionnaire data, processed 2026.

All three variables fall in the "Fair" (Kurang Baik) category. For product quality, respondents rated packaging-size variety most favorably (mean 3.30) but rated product availability in stores lowest (mean 2.52), suggesting a distribution gap that likely dampens purchase behavior. For price, respondents rated affordability relative to their financial capacity highest (mean 3.31), yet rated Sanqua's price competitiveness against other brands lowest (mean 2.63). For purchase decision, post-purchase satisfaction scored highest (mean 3.11), while routine/repeat purchase scored lowest (mean 2.28), indicating that Sanqua has not yet secured strong repeat-purchase loyalty.

### Validity and Reliability

With 80 respondents and  $\alpha = 0.05$  ( $df = 78$ ), the critical r-table value is 0.2199. All 21 questionnaire items across the three variables produced corrected item-total correlations (r-count) ranging from 0.764 to 0.921, all exceeding the r-table threshold; the instrument is therefore considered valid. Reliability testing using Cronbach's Alpha likewise confirmed strong internal consistency for every variable, as shown in Table 2.

*Table 2. Reliability Test Results*

| Variable              | Cronbach's Alpha | Status   | Criterion |
|-----------------------|------------------|----------|-----------|
| Product Quality (X1)  | 0.937            | Reliable | Very High |
| Price (X2)            | 0.950            | Reliable | Very High |
| Purchase Decision (Y) | 0.932            | Reliable | Very High |

Source: SPSS output, 2026.

### Classical Assumption Tests

The Kolmogorov–Smirnov normality test produced an Asymp. Sig. (2-tailed) value of 0.200, well above the 0.05 threshold, confirming that the regression residuals are normally distributed. This was corroborated by the Normal P-P Plot, in which residual points followed the diagonal reference line without systematic deviation.

Multicollinearity was assessed via tolerance and VIF values. Both product quality (tolerance = 0.239, VIF = 5.356) and price (tolerance = 0.347, VIF = 5.714) recorded tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity between the independent variables. A heteroscedasticity check using the scatterplot of standardized residuals showed points randomly distributed above and below zero on the Y-axis, with no discernible pattern, indicating that the regression model is free from heteroscedasticity and is therefore suitable for predicting purchase decision from product quality and price.

### Multiple Linear Regression and Coefficient of Determination

Multiple linear regression was used to estimate the direction and magnitude of the influence of product quality and price on purchase decision. The results are presented in Table 3.

**Table 3. Multiple Linear Regression Results**

| Model                | B     | Std. Error | Beta  | t     |  |
|----------------------|-------|------------|-------|-------|--|
| (Constant)           | 2.949 | 1.178      | -     | 2.505 |  |
| Product Quality (X1) | 0.348 | 0.138      | 0.401 | 2.525 |  |
| Price (X2)           | 0.552 | 0.175      | 0.502 | 3.164 |  |

Dependent Variable: Purchase Decision. Source: SPSS output, 2026.

The resulting regression equation is:  $Y = 2.949 + 0.348 X_1 + 0.552 X_2 + e$ . The constant of 2.949 indicates the baseline level of purchase decision when product quality and price are held at zero. The regression coefficient for product quality (0.348) indicates that, holding price constant, a one-unit increase in perceived product quality raises purchase decision by 0.348 units. Similarly, the coefficient for price (0.552) indicates that a one-unit improvement in price perception raises purchase decision by 0.552 units, making price the more influential predictor, consistent with its higher standardized Beta coefficient (0.502 versus 0.401 for product quality).

The coefficient of determination ( $R^2$ ) was 0.793, meaning that product quality and price jointly explain 79.3% of the variance in purchase decision, while the remaining 20.7% is attributable to variables outside this model, such as promotion, brand image, service quality, and distribution. The Adjusted  $R^2$  of 0.787 and  $R$  of 0.890 confirm a very strong relationship between the predictors and purchase decision.

### Hypothesis Testing

The partial t-test (Table 3) shows that product quality has a t-value of 2.525 with a significance of  $<0.001$  ( $<0.05$ ), so  $H_1$  is accepted: product quality has a positive and significant effect on purchase decision. Price shows a t-value of 3.164 with a significance of  $<0.001$  ( $<0.05$ ), so  $H_2$  is accepted: price has a positive and significant effect on purchase decision, and is the more dominant of the two predictors.

**Table 4. Simultaneous F-Test (ANOVA)**

| Model      | Sum of Squares | df | Mean Square | F       | Sig.   |
|------------|----------------|----|-------------|---------|--------|
| Regression | 3012.433       | 2  | 1505.217    | 147.262 | <0.001 |
| Residual   | 787.567        | 77 | 10.228      | -       | -      |
| Total      | 3800.000       | 79 | -           | -       | -      |

*Dependent Variable: Purchase Decision. Predictors: (Constant), Price, Product Quality. Source: SPSS output, 2026.*

The simultaneous F-test produced an F-value of 147.262 with a significance of <0.001 (< 0.05), so H3 is accepted: product quality and price simultaneously have a positive and significant effect on purchase decision. In other words, the better consumers perceive Sanqua's product quality and price to be, the stronger their purchase decision toward the brand becomes.

### Discussion

The finding that product quality positively and significantly influences purchase decision ( $t = 2.525$ ;  $p < 0.001$ ) confirms that consumers place substantial weight on performance, consistency, and packaging when evaluating Sanqua. This is consistent with Puspitasari (2023), who characterizes product quality as a product's capacity to meet consumer needs and expectations, and with Rahman et al. (2023), who found that consumers favor products offering a consistent quality guarantee. However, the descriptive mean of 3.09 ("Fair") for product quality—driven mainly by low ratings for in-store availability—suggests that Sanqua's quality perception, while statistically influential, has not yet reached its full potential. This points to distribution consistency as a priority area for improvement alongside taste consistency and packaging durability.

Price also exerts a positive and significant effect on purchase decision ( $t = 3.164$ ;  $p < 0.001$ ) and is the more dominant of the two predictors, supporting Ridwan (2024) and Zabidatus et al. (2023), who argue that price is a primary consideration for everyday consumer goods such as bottled water. Yet the descriptive mean for price (2.98, "Fair"), particularly the low score for competitiveness relative to other brands (2.63), indicates that consumers do not yet perceive Sanqua's pricing as a clear competitive advantage. This suggests the company has room to strengthen perceived value—for instance, by better communicating the relationship between price and quality—rather than necessarily lowering prices outright.

The simultaneous effect of product quality and price ( $F = 147.262$ ;  $p < 0.001$ ;  $R^2 = 0.793$ ) reinforces the view that purchase decisions are shaped by the joint evaluation of quality and price rather than either factor alone (Shalihah et al., 2021; Skiensi & Sulistiani, 2025). With purchase decision itself averaging only 2.78 ("Fair")—particularly low on routine repurchase (2.28)—the results collectively indicate that while quality and price are statistically strong predictors, both still require substantive improvement before they translate into stronger, more habitual purchase behavior among Sanqua consumers.

### Conclusion

This study concludes that product quality has a positive and significant effect on the purchase decision for Sanqua bottled drinking water ( $t = 2.525$ ;  $p < 0.001$ ), although descriptive results show quality perception is still only "Fair" (mean 3.09), with product availability in stores as the weakest indicator. Price likewise has a positive and significant effect on purchase decision ( $t = 3.164$ ;  $p < 0.001$ ) and is the more dominant predictor, yet its descriptive mean (2.98) shows consumers do not yet view Sanqua's price as strongly competitive. Product quality and price simultaneously and significantly influence purchase decision ( $F = 147.262$ ;  $p < 0.001$ ), jointly explaining 79.3% of its variance ( $R^2 = 0.793$ ). Purchase decision itself remains in the "Fair" category (mean 2.78), with routine repurchase the weakest

dimension, indicating that PT Grahamas Intitirta has not yet secured strong repeat-purchase loyalty for Sanqua.

Based on these findings, PT Grahamas Intitirta Kuningan is advised to tighten quality control across production stages to ensure consistent taste and clarity, expand distribution to improve product availability at retail outlets, diversify packaging sizes, and reinforce a pricing strategy that better communicates value relative to competitors such as Batavia and Vit. Building customer-loyalty and word-of-mouth programs may also help convert satisfied buyers into repeat purchasers. For future research, incorporating additional variables such as promotion, brand image, service quality, or distribution, and extending the study to a larger and more geographically diverse sample, would help produce a more comprehensive and generalizable model of purchase decision for bottled drinking water brands.

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