



## The Influence Of Price, Product Quality, Promotion And Social Media On The Purchase Decision Of A3 Fresh O2 Products In Bondowoso Regency

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**Abstract:** *The decline in A3 Fresh O2 product sales in Bondowoso Regency is an important background for this study. This study examines the influence of price, product quality, promotion, and social media on purchasing decisions for A3 Fresh O2 products in Bondowoso Regency. Data were collected using quantitative methods through questionnaires to 120 A3 Fresh O2 consumer respondents and analyzed using multiple linear regression with the help of SPSS. The results showed that price, product quality, and social media promotion have a positive and significant influence on purchasing decisions. Pricing that is in accordance with purchasing power and product quality, consistent product quality that meets standards, and effective promotion through social media are the main factors that determine consumer purchasing decisions. This study provides recommendations for companies to continue to maintain pricing strategies, improve product quality, and optimize social media promotions to maintain and increase sales in the local market.*

**Keywords:** *Price, Product Quality, Social Media Promotion, Purchasing Decisions.*

### INTRODUCTION

In today's modern era, business competition is getting fiercer as more and more products and services are offered in the market. Consumers have a wide range of choices and access to information, making their behaviors and preferences increasingly dynamic and complex. The development of technology, especially the internet and social media, has also changed the way consumers search for information, compare products, and make purchases (Rabbani & Najjicha, 2023). This phenomenon requires companies to better understand consumer behavior in depth in order to be able to adjust marketing strategies that not only attract attention, but also be able to meet consumer needs and desires appropriately. Consumer purchasing decisions are one of the determining factors for the success of a product in the market (Lutfiah & Mardani, 2023). according to (Naya Aulia, 2025) A purchase decision is not just a purchase action, but a complex process that involves various considerations and evaluations by consumers before finally choosing



a product or service. Therefore, understanding the factors that influence purchasing decisions is essential for companies to develop effective and targeted marketing strategies.

Consumer purchasing decisions can be influenced by various variables, both from within the consumer and external factors in the surrounding environment (Fatmaningrum, 2022). These factors interact with each other and shape consumer behavior in determining the choice of products to buy. In the context of modern marketing, several factors such as price, product quality, promotion through social media, and discounts have become important variables that need to be studied in depth because they have a strategic role in influencing purchasing decisions according to (Hermawan, 2023).

One of the main factors that influence purchasing decisions is price. (Caroline et al., 2021) Stating Price is the amount of money that must be paid by consumers to obtain a certain product or service. The right pricing determines the attractiveness of the product in the eyes of consumers according to (Lisdayanti, 2025). Competitive prices that match the value perceived by consumers can increase buying interest and purchase decisions (Viola et al., 2023). On the other hand, prices that are too high can create negative perceptions and reduce consumer interest, while prices that are too low sometimes raise doubts about the quality of the product. Therefore, the right pricing strategy is the key to marketing success.

In addition to price, product quality is also the main consideration for consumers in making purchase decisions. Product quality can be interpreted as the ability of the product to meet the needs and expectations of consumers (Dwi, 2021). A product with good quality not only increases consumer satisfaction but also builds loyalty, which ultimately drives repeat purchase decisions according to (Apriando et al., 2021). Consumers tend to choose products that provide the best value, namely products that have high quality at reasonable prices.

The development of information technology, especially the advancement of social media, has changed the paradigm of product promotion. Social media promotion is a marketing strategy that utilizes platforms such as Instagram, Facebook, Twitter, and TikTok to reach consumers more widely and interactively (Sekarwangi et al., 2022). Social media allows companies to build closer relationships with consumers, increase brand awareness, and significantly influence people's consumption patterns. Promotion through social media also allows for a more personalized and



targeted message, which can increase the effectiveness of promotions and positively influence consumer purchase decisions (Sabilla, 2024).

Several studies have found that price is not always the main factor in consumer purchase decisions, research by Setiawan (2020) on fashion products in the city of Surabaya shows that price variables do not have a significant effect on purchase decisions because consumers prioritize other aspects such as brand and product quality. Research by Rahmawati and Nugroho (2019) on electronic products in Jakarta revealed that product quality does not have a significant effect on purchase decisions. This is due to the high level of competition for products with relatively similar quality, so consumers are more influenced by other factors such as after-sales service and promotion. Research by (Prasetyo, 2021) on food and beverage products in urban areas of Yogyakarta found that promotions through social media did not have a significant influence on purchasing decisions. Consumers feel saturated with excessive advertising and rely more on personal experiences or recommendations from people close to them than promotions on social media. The following is a table of bottled water products and companies in Bondowoso Regency:

| Product Name     | Company/Manufacturer               | Information  |
|------------------|------------------------------------|--|
| 1. Ijen Water    | PDAM Bondowoso Regency             | BUMD products, quality mineral water                         |
| 2. A3 Fresh O2   | PT Air Minum A3 Fresh O2 Bondowoso | Premium mineral water with high oxygen content               |
| 3 28 Fresh Water | CV Sumber Jaua                     | New private companies, focus on empowering local communities |

*Table 1. Products and Companies of Bottled Water in Bondowoso Regency*

*Source : Data processed research (2025)*

Based on table 1. The above shows that there are several bottled drinking water products (AMDK) and the companies that produce them, including Ijen Water produced by the Bondowoso Regency PDAM. This product is known to have excellent water quality and rich in minerals, and has been operating since 2014. Ijen Water is a family mineral water option produced by BUMD PDAM Bondowoso. A3 Fresh O2 is a brand of bottled water produced by PT Air Minum A3 Fresh O2 Bondowoso since 2014. This product contains various important minerals such as calcium, sodium, magnesium, potassium, and bicarbonate, and has high oxygen levels that are considered beneficial for health. A3 Fresh O2 is positioned as premium drinking water and is marketed mainly in the Bondowoso area. 28 Fresh Water is a mineral water product produced by CV Sumber Jaua in Kesemek Village, Tenggarang District, Bondowoso. This company is a private company that



will only be inaugurated in 2024 and focuses on empowering the surrounding community by recruiting local workers. The water source is taken directly from Persimon Village and this product already has an official permit and halal certificate.

Bottled drinking water (AMDK) is one of the basic needs of the community whose demand continues to increase along with awareness of the importance of health and ease of consumption. In Bondowoso Regency, A3 Fresh O2 bottled water products are one of the brands that are quite well-known and widely consumed by the public. A3 Fresh O2 is manufactured by CV. Karunia Jaya uses natural water sources from the Bondowoso area so that the products produced have freshness and quality that are maintained. This product also contains various essential minerals such as calcium, magnesium, and bicarbonate that provide added value for consumers.

In the increasingly fierce bottled water market competition, factors such as price, product quality, promotion through social media, and the provision of discounts are very important in influencing consumer purchase decisions. The price of A3 Fresh O2 tends to be positioned slightly above other brands as a strategy to position this product as a premium drinking water. Competitive prices and in accordance with consumer value perceptions are believed to increase buying interest (Lisdayanti, 2025). Product quality is the main aspect that consumers consider in choosing bottled water. Quality maintained through strict quality control helps build consumer trust and loyalty (Rahma & Ekowati, 2022). In addition, promotion through social media is an effective marketing strategy to reach a wider range of consumers and build more personal interactions with the target market. (Sanjaya et al., 2022) stated that social media provides convenience in disseminating information on attractive products and offers quickly and on target. Discounts as an intervening variable also have an important role in driving purchasing decisions. Discounts can be an additional incentive that reinforces the influence of price, product quality, and social media promotion on consumer purchasing decisions. With discounts, consumers tend to be more motivated to make purchases because they feel they get more value from the transactions made.

The following is the sales table of A3 Fresh O2 products:

| Year | Sales (Boxes) | Decline in Sales | Information         |
|------|---------------|------------------|---------------------|
| 2021 | 15.000        | -                | Stable sales        |
| 2022 | 13.200        | 1.800            | Decline in sales    |
| 2023 | 11.800        | 1.400            | Significant decline |
| 2024 | 10.500        | 1.300            | Drastic decline     |

**Table 2.** Sales of A3 Fresh O2 Bottled Water Products in Bondowoso Regency (2021-2024)



*Source : Data of A3 Fresh O2 Company in Bondowoso Regency*

The data above shows a downward trend in sales of A3 Fresh O2 bottled water products in Bondowoso Regency over the past three years. This significant decline in sales is indicative of problems in marketing strategy, including the possible influence of pricing factors, product quality, social media promotions, and discounts on consumer purchasing decisions.

This decline in sales is a strong reason to conduct in-depth research to identify the most influential factors and how discount variables as intervening variables can strengthen or weaken these influences. Thus, the results of the research are expected to help companies in formulating more effective marketing strategies to increase sales and product competitiveness in the local market.

Taking into account these various factors, this study aims to comprehensively examine the influence of price, product quality, social media promotion, and discounts as intervening variables on product purchase decisions. The results of the research are expected to make a meaningful contribution to business people in designing more effective and efficient marketing strategies, so as to be able to improve consumer purchase decisions and ultimately increase sales and product competitiveness in the market.

## **2. Preliminaries or Related Work or Literature Review**

A marketing strategy is basically a comprehensive, integrated and integrated plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing goals of a company. According to (Kasakeyan et al., 2021) A marketing strategy is a set of goals and objectives, policies and rules that give direction to a company's marketing efforts over time, at each level and its reference and allocation, especially in response to the company's ever-changing environment and competitor circumstances.

### **2.1. Price (X1)**

Price is the value of money that consumers must pay to the seller for the goods or services he or she purchases. The price indicators are as follows:

#### **1. Price Affordability**



The price of A3 Fresh O2 drinking water must be set according to the purchasing power of the people in Bondowoso Regency. This is important so that this product can be reached by consumers from various segments, especially consumers with middle and lower incomes, so that A3 Fresh O2 can be the main choice in daily drinking water needs.

#### 2. Price Conformity with Product Quality

The price offered for A3 Fresh O2 must reflect the quality of drinking water that is clean, healthy, and meets consumption safety standards. Consumers will feel that the price they pay is worth the quality of the product, such as water purity, hygienic packaging, and fresh taste, thus increasing their satisfaction and loyalty to the product.

#### 3. Price Competitiveness

The price of A3 Fresh O2 must be competitive when compared to other bottled water products available in the Bondowoso Regency market. With competitive prices, A3 Fresh O2 can attract the attention of price-sensitive consumers while maintaining market share amid fierce competition.

#### 4. Price Compatibility with Benefits

The price set for A3 Fresh O2 must be balanced with the benefits received by consumers, such as ease of access, guaranteed water quality, and the health value obtained from the consumption of the drinking water. Consumers will feel that their investment in purchasing A3 Fresh O2 provides real added value to their daily health and comfort.

### **2.2 Product Quality (X2)**

Product quality is the ability of a product that can provide results that are in accordance with what customers expect, can even exceed customer expectations (Tjiptono & Chandra, 2016). Product quality indicators include:

#### 1. *Performance*

The performance of A3 Fresh O2 products can be seen from its ability to fulfill its main function as clean, fresh, and safe drinking water. This product must be able to provide water that is free from contaminants and meet the hydration needs of consumers optimally.

#### Sec. 2. *Durability*



The durability of A3 Fresh O2 products is related to the shelf life of safe and quality bottled drinking water before the expiration date. Strong, leak-resistant packaging is also part of the product's durability to keep water protected during distribution and storage.

### *3. Conformance to Specifications*

A3 Fresh O2 must meet the quality standards and specifications set by the food and health supervisory agency, such as pH content, total dissolved solids (TDS), and packaging hygiene. Products that meet these specifications will be free from defects and safe to consume.

### *Sec. 4. Features*

Additional features on A3 Fresh O2 products can be in the form of practical and easy-to-carry packaging, attractive bottle designs, and packaging technology that keeps water fresh for longer. These features increase the value of the product and attract consumer interest.

### *5. Reliability*

The reliability of A3 Fresh O2 products is reflected in the consistency of drinking water quality that is always maintained from batch to batch. Consumers can trust that every bottle purchased will provide the same taste and quality without any damage or contamination.

### *6. Perceived Quality*

The impression of A3 Fresh O2 product quality is formed from the experience of consumers when using the product, brand reputation in the Bondowoso market, and information received through promotions and testimonials. This positive impression drives loyalty and repurchase decisions.

## **2.3 Social Media Promotion (X3)**

Social media promotion is a marketing activity that uses social media platforms such as *Facebook, Instagram, Twitter, TikTok*, and others to introduce, promote, and increase sales of products or services to the target audience. Indicators of social media promotion include:

### **1. Engaging and Entertaining Content**

In the social media promotion of A3 Fresh O2 products, interesting and entertaining content is very important to attract the attention of consumers in Bondowoso. For example, content in the form of short videos showing freshwater freshness, health tips, or interesting stories about the production process of A3 Fresh O2 can make the audience interested in following the official account and eventually buying the product.



## 2. Interaction between Consumers and Sellers

A3 Fresh O2 social media allows two-way communication between consumers and manufacturers or sellers. Consumers can instantly ask questions about the product, provide feedback, or submit complaints, which are then responded to quickly by the social media team. This increases consumer trust and satisfaction with the product.

## 3. Complete and Relevant Message Content

Messages conveyed through A3 Fresh O2's social media accounts must be clear, complete, and in accordance with the needs of consumers in Bondowoso. Information about health benefits, prices, purchase locations, and discount promos should be presented in a structured and easy-to-understand manner so that consumers feel confident and encouraged to buy the product.

## 4. Account Consistency and Activity

A3 Fresh O2's social media accounts need to be active and consistent in sharing content on a regular basis, such as the latest product updates, consumer testimonials, and healthy lifestyle tips. This consistent activity helps build a strong relationship with the audience and increase engagement, so that the product is better known and trusted.

## 5. Appreciation and Response to *Consumer* Feedback

Giving appreciation for every *feedback* from consumers, both in the form of praise and criticism, is very important in A3 Fresh O2's social media promotion. Responding to comments and messages quickly and kindly will build rapport and increase consumer loyalty in Bondowoso.

## 2.4 Purchase Decision (Y)

Purchase decision is a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or use a certain product or service. The indicators of purchasing decisions in this study according to (Thompson & Peteraf, 2016) are:

### 1. As Needed

Consumers in Bondowoso Regency buy A3 Fresh O2 products because this product meets their needs for clean, healthy, and easily available drinking water in the local market and through social media.

### 2. Have Benefits



A3 Fresh O2 products provide real benefits for consumers, such as maintaining health and meeting daily hydration needs, so that consumers feel that this product means a lot in their lives.

### 3. Accuracy in Buying

The price of A3 Fresh O2 products is considered to be in accordance with the quality of the drinking water offered, so that consumers feel satisfied and believe that the price paid is worth the benefits obtained.

### 4. Repeat Purchases

Consumers who are satisfied with the quality and service of A3 Fresh O2 products tend to make regular repurchases, showing loyalty and trust in this brand in Bondowoso Regency.

## METHOD

This study uses a quantitative research method with a descriptive approach According to (Sujarweni, 2014) Quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other means of quantitative. The population in this study is consumers of A3 Fresh O2 products in Bondowoso Regency. In this study, a formula (Ferdinand, 2015) was used to determine the sample size because the number of customer population is unknown, Based on the results of the formula calculation (Ferdinand, 2015) used in this study of 120 consumers of A3 Fresh O2 products in Bondowoso Regency. Sampling in this study uses the *Non-probability. No probability* is a sampling technique by not giving the same opportunity or opportunity to each member of the population when it will be selected as a sample. In this study, to test the hypothesis, the study used Multiple Linear Regression with the SPSS statistical tool. Structural Equation Modeling (SEM) is an integrated approach between factor analysis, structural modeling, and path analysis.

## RESULT AND DISCUSSION

### 4.1. Data Validity Test

| Yes | ItemStatement | Criterion 1    |                    | Criterion 2 |       | Information |
|-----|---------------|----------------|--------------------|-------------|-------|-------------|
|     |               | Table r values | Calculated r-value | Sig value   | Alpha |             |
|     |               |                |                    |             |       |             |



|   |        | Price (X1)                  |       |       |      |       |
|---|--------|-----------------------------|-------|-------|------|-------|
| 1 | Item 1 | 0.179                       | 0,233 | 0.000 | 0,05 | Valid |
| 2 | Item 2 | 0.179                       | 0,346 | 0.000 | 0,05 | Valid |
| 3 | Item 3 | 0.179                       | 0,448 | 0.000 | 0,05 | Valid |
| 4 | Item 4 | 0.179                       | 0,364 | 0.000 | 0,05 | Valid |
|   |        | Product Quality (X2)        |       |       |      |       |
| 1 | Item 1 | 0.179                       | 0,578 | 0.000 | 0,05 | Valid |
| 2 | Item 2 | 0.179                       | 0,335 | 0.000 | 0,05 | Valid |
| 3 | Item 3 | 0.179                       | 0,225 | 0.000 | 0,05 | Valid |
| 4 | Item 4 | 0.179                       | 0,343 | 0.000 | 0,05 | Valid |
| 5 | Item 5 | 0.179                       | 0,251 | 0.000 | 0,05 | Valid |
| 6 | Item 6 | 0.179                       | 0,725 | 0.000 | 0,05 | Valid |
|   |        | Social Media Promotion (X3) |       |       |      |       |
| 1 | Item 1 | 0.179                       | 0,337 | 0.000 | 0,05 | Valid |
| 2 | Item 2 | 0.179                       | 0,366 | 0.000 | 0,05 | Valid |
| 3 | Item 3 | 0.179                       | 0,243 | 0.000 | 0,05 | Valid |
| 4 | Item 4 | 0.179                       | 0,196 | 0.000 | 0,05 | Valid |
|   |        | Purchase Decision (Y)       |       |       |      |       |
| 1 | Item 1 | 0.179                       | 0,675 | 0.000 | 0,05 | Valid |
| 2 | Item 2 | 0.179                       | 0,419 | 0.000 | 0,05 | Valid |
| 3 | Item 3 | 0.179                       | 0,631 | 0.000 | 0,05 | Valid |
| 4 | Item 4 | 0.179                       | 0,592 | 0.000 | 0,05 | Valid |

*Table 3. Data Validity Test Results*

*Source: Data Processed, 2025*

Based on table 3. It shows that each of the indicators against the total score of each variable shows a valid result, since the  $r_{count} > r_{table}$  (0.179) and the significance value of  $0 < 0.05$  can be concluded that of all the statement items it is declared valid.

#### 4.2 Reliability Test

| Variable                    | Cronbach Alpha Values | Standart Alpha | Information |
|-----------------------------|-----------------------|----------------|-------------|
| Price (X1)                  | 0,285                 | 0,06           | Reliable    |
| Product Quality (X2)        | 0,328                 | 0,06           | Reliable    |
| Social Media Promotion (X3) | 0,227                 | 0,06           | Reliable    |
| Purchase Decision (Y)       | 0,687                 | 0,06           | Reliable    |

*Table 4. Reliability Test Results*



Source: Data Processed, 2025

Based on table 4. it shows that the results of the feasibility test on all variables with *Cronbach Alpha values* are 0.285, 0.328, 0.227, 0.687 > 0.06, it can be concluded that from all statement items it is declared reliable.

### 4.3 Multiple Linear Regression Analysis

| Type |                             | B      | Std. Error | Beta  |
|------|-----------------------------|--------|------------|-------|
| 1    | (Constant)                  | 15.540 | 0,161      |       |
|      | Price (X1)                  | 0,145  | 0,035      | 0,264 |
|      | Product Quality (X2)        | 0.088  | 0,026      | 0,175 |
|      | Social Media Promotion (X3) | 0,270  | 0,030      | 0,577 |

**Table 5.** Multiple Linear Regression Analysis

Source: Data processed by researchers 2025

The value of the constant is 15,540 which means that if the price, product quality and social media promotion value is 0, then the value of the purchase decision will be equal to the constant which is 15,540, the value of the price coefficient is 0.145. This means that every increase of 1 price variable will affect the purchase decision by 0.145, the value of the product quality coefficient is 0.088. This means that every increase of 1 variable in product quality will affect the purchase decision by 0.088. The value of the social media promotion coefficient is 0.270. This means that every increase of 1 social media promotion variable will affect a purchase decision by 0.270.

### 4.4 T test (Partial test)

| Variable                    | Significance of Calculation | Significance Levels | t count | t table |
|-----------------------------|-----------------------------|---------------------|---------|---------|
| Price (X1)                  | 0,000                       | 0,05                | 4.181   | 1,981   |
| Product Quality (X2)        | 0,001                       | 0,05                | 3.426   | 1,981   |
| Social Media Promotion (X3) | 0,000                       | 0,05                | 9.146   | 1,981   |

**Table 6.** Results of the t-test (partial)

Source : Data processed by researchers 2025



Based on table 6. The results of the t-test (Partial) can be obtained there is a significant influence of the variables of price (X1), product quality (X2) and social media promotion (X3) on the purchase decision. The results of the previous t-test showed that the significance value at price (X1) was  $4.181 > 0.05$ , product quality (X2) was  $3.426 > 0.05$  and social media promotion (X3) was  $9.146 > 0.05$  Thus, it can be concluded that the variables of price (X1), product quality (X2) and social media promotion (X3) had a significant effect on the purchase decision.

#### 4.5 Determination Coefficient Results (R2 Test)

| Type | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|-------|----------|-------------------|----------------------------|
| 1    | .870a | .757     | .751              | .24000                     |

*Table 7. Results of the Coefficient of Determination R2*

*Source : Data processed by researchers 2025*

Based on table 7. The results of the determination coefficient test can be determined by looking at the Adjusted R Square column. In the table above, it can be seen that this study has an Adjusted R Square value of 0.751 or 75%. This means that variable X affects variable Y by 75% and the remaining 25% is influenced by other variables outside of this study.

## Discussion

### Price Has a Positive and Significant Effect on Purchase Decisions of A3 Fresh O2 Products

This study aims to examine the influence of price on the purchase decision of A3 Fresh O2 products. Price as one of the important variables in marketing strategy is considered to make a significant contribution in determining consumer choice. Therefore, this discussion will outline how various price indicators such as affordability, conformity with product quality, competitiveness, and conformity with benefits affect consumer purchasing decisions in Bondowoso Regency.

Research results (Viola et al., 2023) indicates that price has a positive and significant influence on the purchase decision of A3 Fresh O2 products. This is evidenced by the fact that the level of affordability is the main factor that influences consumers in choosing this product. Pricing in accordance with the purchasing power of the people in Bondowoso Regency allows A3 Fresh O2 products to be reached by various consumer segments, especially groups with lower middle



incomes. With an affordable price, this product is the main choice in meeting daily drinking water needs.

Furthermore, the suitability of price with product quality is also an important indicator in influencing purchase decisions. Consumers tend to judge that the price they pay is worth the quality of A3 Fresh O2 drinking water that is clean, healthy, and meets consumption safety standards. Factors such as water purity, hygienic packaging, and fresh taste provide added value that makes consumers feel satisfied and more loyal to this product. Thus, the quality stability seen from the price of the product can strengthen consumer confidence.

The competitiveness of the price of A3 Fresh O2 products in the Bondowoso Regency market is also a significant consideration. In the face of stiff competition with other bottled water products, competitive prices are an important strategy to attract the attention of price-sensitive consumers. Competitive pricing not only maintains market share, but also helps these products stay relevant and in demand by consumers amidst the wide range of options available.

Finally, the suitability of the price with the benefits received by consumers is a factor that also influences the purchase decision. Consumers consider that the price paid is proportional to benefits such as ease of access, guaranteed water quality, and health value obtained from the consumption of A3 Fresh O2. This perception makes consumers feel that the purchase of this product is an investment that provides real added value for their daily health and comfort. Thus, the clear benefits felt by consumers reinforce the positive influence of prices on the purchase decision of A3 Fresh O2 products.

These findings are in line with research (Marlius & Jovanka, 2023), Sefianto (2017) and Kotler and Keller (2009) who show that affordable prices and in accordance with product quality greatly determine consumer purchasing decisions, especially in basic necessities such as bottled drinking water. Other studies also confirm that price competitiveness and price compatibility with perceived benefits by consumers can increase customer loyalty and strengthen the product's position in a competitive market. Therefore, the right pricing strategy is crucial for the success of A3 Fresh O2 in maintaining and expanding its market share in Bondowoso Regency.

## **Product Quality Has a Positive and Significant Effect on A3 Fresh O2 Product Purchase Decisions**



This study discusses how product quality affects consumers' purchasing decisions for A3 Fresh O2 products. Product quality is understood as a number of attributes and characteristics that directly contribute to consumer satisfaction and trust, thus becoming an important factor in the purchase decision-making process. This discussion will explain various significant product quality indicators in shaping consumer attitudes and preferences towards A3 Fresh O2.

This research (Kasakeyan et al., 2021) found that product quality has a positive and significant effect on the purchase decision of A3 Fresh O2 products. Product quality is a key factor that influences consumers in choosing bottled drinking water because it is directly related to product performance in meeting the basic needs of consumers. The performance of A3 Fresh O2 which is able to provide clean, fresh, and safe drinking water is essential to meet consumer expectations for the main function of the product.

In addition, the durability of the product also has a significant influence on purchasing decisions. The safe and quality bottled drinking water shelf life until the expiration date and the strong, leak-resistant packaging provide assurance to consumers that this product is reliable during the distribution and storage process. This condition makes consumers feel comfortable and confident in the quality of the products they buy.

The conformity of the product with the quality specifications that have been set by the food and health supervisory agency is another critical factor. A3 Fresh O2 which meets the standards of pH content, total dissolved solids (TDS), and packaging hygiene indicates that the product is free of defects and safe for consumption. This strengthens consumers' confidence in the product and supports their decision to choose A3 Fresh O2 as their daily drinking water.

The product features offered also provide significant added value in influencing purchase decisions. Practical and easy-to-carry packaging, attractive bottle designs, and packaging technology that keeps water fresh for longer are the main attractions for consumers. These features not only increase the value of the product functionally, but also increase visual appeal and ease of use for consumers.

The reliability of the product is reflected in the consistency of the quality of each batch produced is the basis of consumer trust in A3 Fresh O2 products. This consistency ensures that consumers will receive products with uniform taste and quality without the risk of damage or contamination, thus encouraging loyalty and repeat purchases.



Finally, the impression of quality formed from the consumer experience, brand reputation in the Bondowoso Regency market, as well as information through promotions and testimonials also strengthen the purchase decision. Positive perceptions of product quality make an important contribution to building long-term relationships with consumers and ensure that A3 Fresh O2 remains the top choice in the bottled water category.

These findings are supported by previous research (Purnomo & Hidayatullah, 2024) which emphasizes that consistent and standard product quality is essential in building consumer trust and loyalty. Other studies have also stated that innovative product features and positive quality impressions significantly improve consumer purchasing decisions, especially in competitive markets such as bottled water products. Therefore, good quality management is one of the main strategies in maintaining the competitiveness of A3 Fresh O2 products.

### **Social Media Promotion Has a Positive and Significant Effect on Purchase Decisions of A3 Fresh O2 Products**

Promotion through social media has become one of the most effective marketing strategies in reaching and influencing consumer purchasing decisions, especially in today's digital era. This study focuses on examining the influence of social media promotion on the purchase decision of A3 Fresh O2 products in Bondowoso Regency, by looking at various important aspects that shape the effectiveness of promotion through the digital platform.

This research (Ditahardiyani & Hartoni, 2023) revealed that promotion through social media has a positive and significant influence on the purchase decision of A3 Fresh O2 products. Social media is one of the effective communication channels in reaching consumers, especially in Bondowoso Regency, with various promotional strategies that are able to increase consumer attractiveness and awareness of products.

One of the important indicators is engaging and entertaining content. In A3 Fresh O2's social media promotions, content in the form of short videos showing fresh water, health tips, or interesting stories about the product production process has managed to attract the attention of the audience. Content like this is not only entertaining but also provides relevant information, thus increasing consumers' interest in following official accounts and ultimately being interested in buying products.



The interaction that occurs between consumers and sellers through social media also has a significant positive impact. The ease of two-way communication allows consumers to ask questions, provide feedback, or submit complaints that are then responded to quickly and friendly. This effective response builds consumer trust and satisfaction with A3 Fresh O2, which in turn drives purchase decisions.

The complete and relevant content of messages conveyed through product social media accounts helps strengthen consumer purchase decisions. Information about health benefits, prices, purchase locations, and discount promos is packaged clearly and easily understandable, so that consumers feel confident and encouraged to buy products. This targeted message helps to clarify the value and excellence of A3 Fresh O2 in the eyes of consumers.

The consistency and activity of social media accounts are also important factors in building a strong relationship with your audience. By regularly sharing content such as the latest product updates, consumer testimonials, and healthy lifestyle tips, A3 Fresh O2 has managed to maintain engagement and increase brand recognition in the market. These scheduled activities keep consumers connected and feel close to the product.

Finally, appreciation and response to consumer *feedback* through social media has a strategic role in increasing buyer loyalty. Responding to every comment, both positive and critical, in a quick and friendly manner creates a good relationship between producers and consumers in Bondowoso. This not only reinforces the positive image of the product, but also encourages consumers to continue to choose and recommend A3 Fresh O2.

These findings are supported by previous research (Effendy et al., 2021) and Naomi Janice Jesslyne et al. (2022) who emphasized that the use of social media as an effective means of promotion can increase consumer trust and buying interest. Other studies have also shown that the combination of engaging content, responsive two-way interaction, and consistency in social media activity plays an important role in building customer loyalty, especially on products that compete fiercely in the market. Therefore, the optimal use of social media promotion is the key to success in marketing A3 Fresh O2 products.



## **CONCLUSION**

Based on the results of the analysis, several conclusions can be drawn as follows:

1. Price has a positive and significant effect on the purchase decision of A3 Fresh O2 products, where prices that are in accordance with purchasing power and product quality encourage consumers to make purchases.
2. Product quality has a positive and significant influence on A3 Fresh O2 purchasing decisions, with aspects such as performance, durability, specification conformity, features, and reliability that strengthen consumer trust and loyalty.
3. Social media promotion has a positive and significant effect on purchasing decisions for A3 Fresh O2 products through engaging content, responsive interactions, relevant messages, consistency of activities, and responses to consumer feedback that increase buying interest.

## **Suggestion**

Here are some suggestions that can be submitted based on the results of this research:

1. The A3 Fresh O2 company is advised to continue to maintain and adjust its pricing strategy to remain affordable and in accordance with the purchasing power of consumers in Bondowoso Regency, so that it can maintain the attractiveness of products in various market segments.
2. Product quality improvement needs to continue to be carried out by focusing on aspects of performance, durability, specification suitability, and packaging feature innovation in order to meet consumer expectations and maintain customer trust and loyalty.
3. Social media promotion management must be strengthened by presenting creative, interactive, and relevant content consistently to increase engagement and build closer relationships with consumers. In addition, a quick response to consumer feedback and complaints is essential to maintain a positive image of the product.
4. The research can further expand the variables studied by including other factors such as customer service, product distribution, or brand perception to provide a more comprehensive picture of the factors that influence the purchase decision of A3 Fresh O2 products.



5. Studies conducted in other regions or market segments are also recommended to compare results and find more effective marketing strategies according to the characteristics of consumers in each region.

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