

## COMPARATIVE CONSUMER PERCEPTIONS TO PURCHASE DECISIONS OF DRINKING WATER IN PACKED BRAND LE MINERAL AND AQUA IN TIKUNG, LAMONGAN REGENCY

Lilik Nurcholidah<sup>a\*)</sup>, Moh.Muklis Sulaeman<sup>a)</sup>

<sup>a)</sup>Universitas Islam Lamongan, Lamongan, Indonesia

<sup>\*)</sup>Corresponding Author: liliknurcholidah12@gmail.com

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**Abstract.** By knowing consumer perceptions, companies can prepare new strategies and make comparisons by obtaining a lot of information from consumers. Companies can find out many things from consumer perceptions, one of which is knowing the advantages of competing products, the shortcomings of their own products. So that the company more quickly anticipates its shortcomings and makes improvements. The purposes of this study are (1) to determine the comparison of consumer perceptions of the decision to purchase bottled drinking water with the brand Le mineral and Aqua in the Tikung sub-district, Lamongan Regency (2) To determine the most dominant consumer purchased between drinking water in the brand Le mineral and Aqua. on purchasing decisions in the Tikung sub-district, Lamongan Regency. In this study, there were 1,105 consumers who consumed bottled drinking water with the brand Le mineral and Aqua at the UD Barokah store, Tikung sub-district, Lamongan Regency. The sample in this study were 100 respondents. Sampling in this study were people or consumers who had bought bottled drinking water with the brand Le mineral and Aqua at the UD Barokah Store. Based on a comparative descriptive analysis of consumer perception variables which include price and product quality indicators, there are significant differences in consumer perceptions between Le Mineral Le and Aqua on purchasing decisions in Tikung Lamongan District.

**Keywords:** consumer perceptions; purchase decisions; mineral water

### I. INTRODUCTION

The development of the business world in the era of the industrial revolution 4.0 requires all businesses to make changes not only to products but the methods used to promote sales results must follow current trends. Technology has become more sophisticated, people no longer need to go back and forth to the market to buy the goods they need, many people use technology to meet their daily needs. Apart from technological advances, many new entrepreneurs have emerged and are running their businesses well, with unique strategies to attract as many consumers as possible. This situation causes many companies to have to make new strategic strategies or even carry out various product innovations to maintain their customers well and strengthen the company's position in the market to face increasingly tough competitors. Whatever the strategy used by the company to attract consumers, it all comes back to consumers. Every consumer has a different perception of a product. Every consumer has different wants and needs, these needs must be met and only certain products can satisfy their wants and needs. Many companies make product innovations but do not know and understand whether the product is able to meet consumer needs, so it is very important to know consumer perceptions of a product.

By knowing consumer perceptions, companies can prepare new strategies and make comparisons by obtaining a lot of information from consumers. Companies can find out many things from consumer perceptions, one of which is

knowing the advantages of competing products, the shortcomings of their own products. So that the company more quickly anticipates its shortcomings and makes improvements. Le mineral and Aqua is a mineral drinking water business that has developed a lot in Indonesian society. These two companies compete to attract consumers, because they both run the mineral water business, consumers certainly have many reasons why they prefer Le mineral products or Aqua products. Of course, people have different perceptions of the two products. Companies must be able to study consumer perceptions because the success of a business cannot be separated from consumers. One of the main values that consumers expect is product quality. Every consumer would want the best product for himself, according to the needs of consumers. Product quality is one of the factors why consumers make a purchase. According to Kotler and Armstrong [1] product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.

There are many reasons and also perceptions why consumers decide to make a purchase of Le mineral or Aqua products. Because the buying decision process goes through several stages carried out by consumers. These stages will result in a decision to buy or not and after buying the consumer will be satisfied or not, if satisfied the consumer will repurchase or dissatisfied the consumer will switch to another brand.

The formulation of the problem in this study is (1) How do consumers compare consumer perceptions of purchasing decisions for drinking water in the brand of Le mineral with Aqua in Tikung sub-district, Lamongan regency? (2) Which is the most dominantly purchased by consumers between drinking water in the brand of Le mineral and Aqua on purchasing decisions in Tikung sub-district, Lamongan Regency? The purposes of this study are (1) to determine the comparison of consumer perceptions of the decision to purchase bottled drinking water with the brand Le mineral and Aqua in the Tikung sub-district, Lamongan Regency. (2) To find out which is the most dominant purchase by consumers between drinking water in the brand of Le mineral and Aqua on purchasing decisions in Tikung sub-district, Lamongan Regency? The benefits of this research are (1) Theoretical benefits (a) This research is expected to be used as material for scientific information, especially marketing management. (b) As a reference material (2) practical benefits (a) Benefits for researchers, Expanding knowledge about marketing management science, especially consumer perceptions (b) Benefits for other parties or readers, are expected to also be used as additional information to increase knowledge and materials comparison for other researchers who want to do similar research or further research. (c) for companies, as information to increase knowledge about consumers, find out the advantages and disadvantages of competing products so that they are able to apply new strategies to compete.

According to Kotler and Keller in Sopiah and Sangadji [2] consumer behavior is all activities, actions, and psychological processes that encourage these actions before buying, when buying, using, spending products and services after doing the things above or other activities. evaluate. According to Kotler and Keller in Sopiah and Sangadji [2] the factors that influence consumer behavior are (1) Cultural Factors (Cultural Factors) consisting of (a) Culture, namely the most basic determinants of desires and behavior. (b) Sub-culture, consisting of nationality, religion, group, race and geographic area (c) Social class, is a relatively homogeneous and permanent division of society, and is hierarchically structured and its members share the same values, interests and behavior. (2) Social factors consist of (a) Reference Group, a person's reference group is all groups that have a direct (face-to-face) or indirect influence on the person's attitude or behavior. (b) Family, Family is the most important consumer buying organization in society and family members represent the most influential primary reference group. (c) Social Roles and Status, People participate in many groups, families, clubs and organizations [3]. Groups are an important source of information in helping define behavioral norms. It can be defined the position of a person in each group of which they are a member based on role and status. (3) Personal factors consist of personal characteristics. Personal factors include age and stage in the buyer's life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values [4].

According to Schiffman and Kanuk [5] perception is the process by which individuals select, organize, and interpret stimuli into meaningful and reasonable images of the world. There are four elements that underlie perception, including (1) Sensation. Sensation is a direct response of one's five senses to the stimulus received from the external environment. (2) Absolute Threshold. The Absolute Threshold is the lowest limit of the stimulus that a person can receive, in other words, the lowest point at which a person is aware of the presence or absence of something. (3) Differential Threshold. The differential threshold is the lowest level of change in the stimulus required for the change in stimulus to be realized, the person's lowest difference between two stimuli. (4) Subliminal Perception Is a person's perception of a given stimulus below the absolute threshold, not realized by someone. To determine consumer perceptions, researchers took product quality variables, according to Kotler [1] product quality can be included in nine dimensions, namely (1) Form, products can be clearly distinguished from others based on shape, size, or the physical structure of the product. (2) Product characteristics (Features), secondary or complementary characteristics that are useful to add to the basic functions related to product choices and their development. (3) Performance (Performance), related to the functional aspects of an item and is the main characteristic considered by the customer in buying the item. (4) Accuracy or conformance (Conformance), related to the level of conformity with the previously determined specifications based on customer desires. Conformity reflects the degree of accuracy between the product design characteristics and the standard quality characteristics that have been set. (5) Durability, related to how long a product can be used. (6) Reliability, related to the probability or possibility of an item successfully carrying out its function every time it is used within a period of time and under certain conditions. (7) Ease of repair (Repairability), relating to the ease of repair of the product if it is damaged. Ideally the product will be easily repaired by the user if it breaks. (8) Style, appearance and consumer's impression of the product. (9) Design, all product features that affect the appearance and function of the product against consumer desires.

According to Kotler and Armstrong [1] price is the amount of money charged for an item or service with the amount of money exchanged by consumers for the benefits of having or using the product or service. Price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. Prices have a direct effect on company profits. Price also has a major role in creating customer value and building customer relationships. According to Tjiptono [6] price is the only element of the marketing mix, right?

## II. RESEARCH METHODS

The time of the research was carried out in January 2020 to March 2020. The location of the research was carried out at UD Barokah, precisely on Jalan Raya Mantup,

Tikung District, Lamongan Regency. The type of research used in this study is a comparative descriptive method with a quantitative approach. Descriptive understanding according to (Sukestiyarno [7]) is a method in examining the status of a group of people, an object, a condition, a system of thought or a class of events in the present. Comparative research according to (Sugiyono [8]) is research that compares the existence of one or more variables in two or more different samples, or at different times. The quantitative approach according to (Arikunto [9]) is a descriptive research method and uses more analysis.

The population in this study were consumers who consumed bottled drinking water with the brand Le mineral and Aqua as many as 1,105 consumers at the UD Barokah store, Tikung sub-district, Lamongan Regency. The sample in this study were 100 respondents. Sampling in this study were people or consumers who had bought bottled drinking water with the brand Le mineral and Aqua at the UD Barokah Store. Data collection techniques used are (1) observation, (2) interviews, (3) documentation (4) questionnaires. In this study, the independent variables included consumer perceptions of Le mineral and consumer perceptions of Aqua. The indicators used are (1) product quality (2) product price. And which includes the dependent variable is the purchase decision (Y). The indicators are (1) Need Recognition (2) Information Search (3) Alternative Evaluation (4) Purchase Decision (5) Post Purchase Behavior. The data analysis methods used are (1) descriptive analysis (2) validity test (3) reliability test (4) multiple linear regression (5) Comparative t test (independent sample t-test) (6) F test. Comparative t test (independent sample t-test) which is testing the difference in the mean of two independent samples.

### III. RESULTS AND DISCUSSION

Table 1. Indicator Validity Test on Consumer Perception Variables Le mineral Le (X1), Consumer Perception Aqua (X2)

Variabel	Item	R	sig	Hasil Uji
Purchase decision (Y)	Y1	0,889	0,000	Valid
	Y2	0,899	0,000	Valid
	Y3	0,859	0,000	Valid
	Y4	0,842	0,000	Valid
	Y5	0,815	0,000	Valid
Le Minerale Consumer Perception (X1)	X1.1	0,864	0,000	Valid
	X1.2	0,814	0,000	Valid
Aqua Consumer Perception (X2)	X2.1	0,825	0,000	Valid
	X2.1	0,854	0,000	Valid

As presented in Table 1 which presents the results of the Pearson correlation test on the two independent variables studied, namely Le Mineral Le Consumer Perception (X1), Aqua Consumer Perception. observed that the lowest correlation value (r) was 0.814 with a significance of 0.000, namely at X1.2, at the lowest correlation value the test results showed valid results because the significance value was below 5%.

Table 2. Research instrument reliability test

Variabel	Jml Item	Cronbach's Alpha	Alpha kritis	Hasil Uji
Purchase decision (Y)	5	0.854	0,6	Reliabel
Le Minerale Consumer Perception (X1)	2	0.792	0,6	Reliabel
Aqua Consumer Perception (X2)	2	0.737	0,6	Reliabel

As presented in the table above, the value of Cronbach's alpha results on each variable has shown a "Reliable" conclusion. The good alpha values of Le Mineral Le Consumer Perception (X1), Aqua Consumer Perception (X2) have exceeded the critical limit of 0.6.

Table 3. Multiple Linear Regression Table

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	,506	,446			,000
	Consumer perceptions of Le Minerale	,377	,094	,102	3,987	,514
	Aqua Consumer Perception	,154	,093	,376	1,652	,013

Based on the results of the regression calculations in table 3 above, the following regression equation is obtained:

$$Y = 0,506 + 0,377 X_1 + 0,154 X_2$$

The regression equation can be explained as follows: a = 0,506 means that if the independent variable is consumer perception of Le Mineral Le (X1), consumer perception of Aqua (X2) that affects = 0, then the results obtained from the purchase decision are 0.506. b1 = 0.377 on the consumer perception variable Le Mineral Le (X1) is positive, meaning that the variable has a positive influence on purchasing decisions, or if the variable increases by one unit, the purchasing decision will increase by 0.377 with the assumption that other variables that influence are considered constant (a and X2 = 0). b2 = 0.154 on the consumer perception variable Aqua (X2) is positive, meaning that the variable has a positive influence on purchasing decisions, or if the variable increases by one unit, the purchasing decision will increase by 0.154 assuming other influencing variables are considered (a and X1 = 0).

Based on the test results in Table 3, the t value for Le Mineral Le Consumer Perception (X1) is 3,987 with a significance of 0.000. Furthermore, this value can be consulted on the calculated t distribution as follows:

The decision of the value of the comparative t-test (independent sample t-test) is located in the area where H0 is accepted, it shows that there is a significant level of difference between consumer perceptions of Le Mineral Le and Aqua on purchasing decisions, and the result is consumer perceptions of Le Mineral Le compared to Aqua

on purchasing decisions in Tikng Lamongan District. So that consumers buy Le Mineral Le more often and more, with the level of calculation of the variance of the independent variable group, which is  $0.514 < 0.013$ .

Table 4 Le Mineral Le . F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	72,305	1	72,305	25,720	,002 <sup>b</sup>
	Residual	319,695	48	6,660		
	Total	392,000	49			
a. Dependent Variable: Decision						
b. Predictors: (Constant), Le Mineral Le						

Table 5 Aqua F Test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35,491	1	35,491	10,856	,034 <sup>b</sup>
	Residual	356,509	48	7,427		
	Total	392,000	49			
a. Dependent Variable: Decision						
b. Predictors: (Constant), Aqua						

From the results of the Ftable test, Ftable (2,689) was obtained with df (n-k-1), at a significance level of 0.05 (5%).

$$F_{table} = df (n-k-1)$$

$$0,05 = 100-2-1$$

$$0,05 = 97 (2,689)$$

From the results in tables 5.53 and 5.54 for the F test which shows that the Fcount for Le Mineral Le is 25.720 and Aqua is 10,856, the  $F_{count} > F_{table}$  is 2.689. By looking at the results of the F test, it means that the consumer perception of Le Mineral Le and Aqua simultaneously (together) has an effect on purchasing decisions in Tikung Lamongan District.

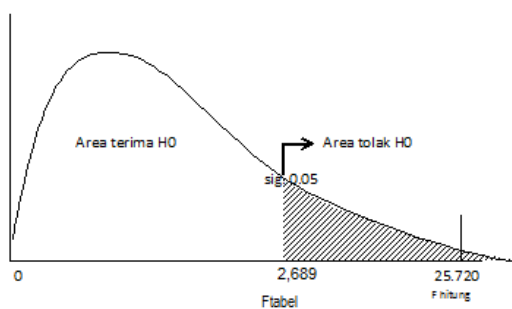


Figure 1. Le mineral F Test curve

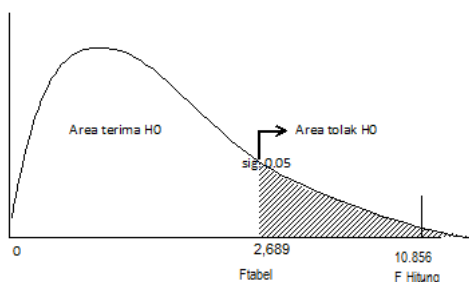


Figure 2. Aqua F Test curve

The F test for each group of variables shows that the F value for Le Mineral Le is 25,720 and Aqua is 10,856, so the  $F_{count} > F_{table}$  is 2,689. By looking at the results of the F test, it means that the consumer perception variable of Le Mineral Le and Aqua is simultaneously (together). -same) has an effect on purchasing decisions in Tikung Lamongan District.

#### IV. CONCLUSION

Based on a comparative descriptive analysis of consumer perception variables which include price and product quality indicators, there are significant differences in consumer perceptions between Le Minerl Le and Aqua on purchasing decisions in Tikung Lamongan District. The value of the comparative t-test (independent sample t-test) is located in the area where  $H_0$  is accepted, indicating that there is a significant difference between the perceptions of Le Mineral Le and Aqua consumers towards purchasing decisions, and the results are Le Mineral Le consumers' perceptions compared to Aqua towards the decision. purchases in Tikng Lamongan District. So that consumers buy Le Mineral Le more often and more, with the level of calculation of the variance of the independent variable group, which is  $0.514 < 0.013$ . From the results in tables 5.53 and 5.54 for the F test which shows that the Fcount for Le Mineral Le is 25.720 and Aqua is 10,856, the  $F_{count} > F_{table}$  is 2.689. By looking at the results of the F test, it means that the consumer perception of Le Mineral Le and Aqua simultaneously (together) has an effect on purchasing decisions in Tikung Lamongan District.

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