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The Effect Of Brand Image, Brand Trust And E-Wom On Purchase Intention Of Le Minerale Products Among Itbad Lamongan Students

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Abstract

This study aims to determine the influence of brand image, brand trust and electronic word of mouth (e-wom) on the interest in purchasing Le Minerale products among students of the Ahmad Dahlan Institute of Technology and Business, Lamongan. The research method used is a quantitative research method. The sample used in this study was 100 respondents obtained using the purposive sampling method. Data collection was carried out using a questionnaire via google form. Data calculation using the SPSS version 25 program. The analysis techniques used were validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T test, F test and R2 test. The results showed that brand image, brand trust and e-wom simultaneously and partially had a significant effect on purchase interest.

Keywords: Brand Image, Brand Trust, Electronic Word Of Mouth (E-WOM), Purchase Intention.

INTRODUCTION

The development of the bottled drinking water (AMDK) industry is marked by the increasing emergence of local bottled water brands, ranging from domestic to international producers. As a result, consumers are becoming more selective in choosing high-quality products at affordable prices, Neijun Eltonia dan Kristina Anindita (2021).

Students, as part of Generation Z, form perceptions of Le Minerale amid competition with other brands such as Aqua, Cleo, and newcomers like Aquviva, which are beginning to attract the attention of young consumers. Although Le Minerale actively

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engages in branding and digital promotion, the effectiveness of its brand image and brand trust remains questionable especially as the influence of electronic word-of-mouth (E-WOM) grows stronger in purchase decision-making. The high level of student activity on social media also makes them more susceptible to negative information or viral trends, which may affect their trust and purchase intention toward the product.

Amid these circumstances, Le Minerale continues to offer various advantages that serve as key attractions, such as a fresher taste due to its natural mineral content and a hygienic production process using modern technology. The secure and sealed packaging also enhances consumer confidence, complemented by extensive promotional efforts through digital media and sponsorship activities targeted at the younger generation. These advantages are important assets for Le Minerale in maintaining its presence amid the increasingly competitive bottled water market.

Le Minerale itself is one of Indonesia's bottled drinking water brands, managed by PT Tirta Fresindo Jaya since 2015, a subsidiary of PT Mayora Indah. The product is sourced from mountain spring water located 100 meters below ground level, preserving its natural mineral content, Neijun Eltonia dan Kristina Anindita (2021). Le Minerale was officially introduced to Indonesian consumers in 2015. Its signature tagline, "Kayak Ada Manis-manisnya" ("It Tastes a Bit Sweet"), gives the brand a memorable identity among the public. This uniqueness plays a role in strengthening Le Minerale's position as one of the most well-known bottled water brands in Indonesia, Nadia Eva (2020).

As the bottled water industry continues to advance, product development must go beyond physical aspects and address consumers' psychological considerations. Key factors such as brand image, brand trust, and electronic word-of-mouth (E-WOM) are now crucial in influencing consumer choices, encouraging more consumptive behavior. Creative and innovative products tend to attract greater consumer interest.

Therefore, Le Minerale must prove that its products can survive and grow in Indonesia by continuously improving its brand image, maintaining positive comments on social media platforms, and strengthening relationships with consumers to retain their trust. This will ensure that Le Minerale remains a top choice for Indonesian consumers across various segments and can sustain its existence amid the intense competition from other bottled water brands.

Hence, this study is conducted to determine the influence of Brand Image, Brand Trust, and E-WOM on the Purchase Intention of Le Minerale Products among Students of the Ahmad Dahlan Institute of Technology and Business (ITBAD) Lamongan.

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LITERATURE REVIEW

Brand Image

Kotler & Kevin Lane Keller (2016) define Brand Image as the extrinsic characteristics of a product or service, including how a brand fulfills the psychological and social needs of consumers. In other words, Brand Image is the consumer's perception of a brand that makes it unique and different from its competitors. Meanwhile, according to Tjiptono (2015), brand image is a description of consumer associations and beliefs about a particular brand. Therefore, brand image becomes a key factor in building perception and attractiveness of a brand in the minds of consumers. A strong and positive image can enhance trust, preference, and loyalty, ultimately impacting the brand's sustainability and competitiveness.

Brand Trust

According to Syafira Nur Rachma (2023), trust in a brand, or brand trust, is a fundamental element in the business world. A transaction between two or more parties can only occur if there is mutual trust among them. This brand trust cannot be gained instantly or automatically recognized by business partners, but must be built from the outset and proven through consistency and credibility. Brand trust plays a role beyond merely strengthening marketing strategies—it also reinforces confidence in the product, allowing it to grow rapidly and capture a wider market share, Alviana Maulidya Syahla (2024).

Electronic Word of Mouth (E-WOM)

According to Retno Utami et al., (2024), Electronic Word of Mouth (E-WOM) is a form of social communication on the internet, where web users can share and receive information about a product online. Along with advances in technology and information, informal communication such as online discussions has become more widespread, giving rise to the concept of E-WOM as part of the digital ecosystem. According to Jiwandono D & Kusumawati A (2020), Electronic Word of Mouth (E-WOM) has a greater influence compared to traditional Word of Mouth (WOM) due to its wider reach and general accessibility. This is supported by their analysis, which identifies key differences between WOM and E-WOM in aspects such as information reach, context, strength of social ties, privacy of conversation, anonymity, speed of dissemination, persistence, accessibility, measurability, and the volume of information shared.

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Purchase Intention

According to Japarianto Edwin dan Adelia Stephanie (2020), purchase intention is the tendency of consumers to act before an actual purchase decision is made. A high level of purchase intention indicates consumer interest in a product or service, but still requires further encouragement to result in an actual purchase. Therefore, effective marketing strategies are needed to increase purchase intention, such as building a positive brand image, strengthening brand trust, and leveraging customer testimonials or reviews through Electronic Word of Mouth (E-WOM). Meanwhile, according to Kartio Handoko dan Aldina Shiratina (2023), purchase intention is a positive attitude of consumers toward a product or service, influenced by various factors. These include external influences, awareness of needs, product recognition, and the evaluation process before purchasing. Purchase intention is shaped through a combination of the right marketing strategies as well as the social and cultural dynamics within the consumer environment.

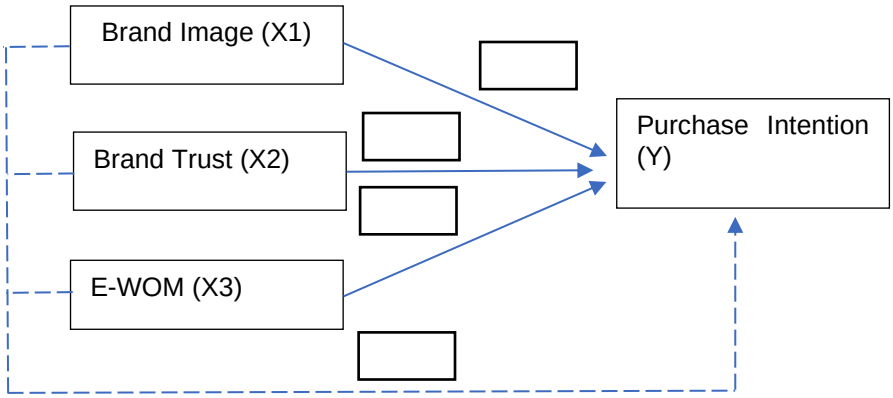


Figure 1: Hypothesis Model

Source: literature reviews, 2025

RESEARCH METHODS

Type of Research

This study employs a quantitative research approach using the explanatory research method, where the research is designed to explain the relationship between independent variables and dependent variables. Explanatory research aims to clarify the connections between the variables being studied. This research tests previously

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developed theories or hypotheses and seeks to validate or challenge past research findings.

Analysis Method

This research will be conducted by distributing questionnaires electronically or online via Google Forms to students of the Ahmad Dahlan Institute of Technology and Business (ITBAD) Lamongan who consume Le Minerale products. According toSugiyono (2017), the Likert scale is used to measure the opinions, attitudes, and perceptions of individuals or groups toward a social phenomenon.

Table 1. Likert Scale Score Weights

Number	Answer	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

Source: Sugiyono (2017)

This study is measured using a Likert scale ranging from 1 to 5, which is a measurement scale with five response categories ranging from “strongly agree” to “strongly disagree,” in order to obtain relevant data.

The population of this research consists of Le Minerale consumers among students of the Ahmad Dahlan Institute of Technology and Business (ITBAD) Lamongan, with an unknown total number. This study uses a purposive sampling technique. The reason for using this method is that the researcher has determined specific criteria, and it is expected that the sample selected will accurately represent the research objectives Shafa Giyan A’yuni dan Dhety Chusumastuti (2021).

According to Sugiyono (2019:136), if the total population is unknown, the sample size can be determined using the Cochran formula. Based on the Cochran formula calculation, the required sample size is:

$$n = (z^2 \times p \times q) / e^2$$

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Explanation:

n = number of samples
z = Z-score value or the required confidence level (with a 95% confidence level, z = 1.96)
p = estimated proportion, assumed to be 50% (0.5)
q = 1 - p, which is also 0.5 or 50%
e = margin of error (sampling error rate) of 10%

Calculation:

$n = (z^2 \times p \times q) / e^2$
$n = (1.96^2 \times 0.5 \times 0.5) / 0.1^2$
$n = 96.04 \approx 96$

Thus, the number of samples used in this study is 96, which is rounded up to 100 respondents.

In this study, data analysis will be carried out using quantitative analysis and hypothesis testing, specifically through multiple linear regression. The influence of the independent variables brand image, brand trust, and electronic word of mouth (E-WOM) on the dependent variable, purchase intention, will be measured using the SPSS version 25 statistical program. Hypothesis testing, classical assumption testing, and instrument testing will be conducted using this application.

RESULTS

Validity Test

Table 2: Validity Test Results

Variable	Question	r-count	r-table	Sig Value	Information
Brand image (X1)	X1.P1	848	0,1966	0,000	Valid
	X1.P2	726	0,1966	0,000	Valid
	X1.P3	781	0,1966	0,000	Valid
Brand Trust (X2)	X2.P1	611	0,1966	0,000	Valid
	X2.P2	507	0,1966	0,000	Valid
	X2.P3	518	0,1966	0,000	Valid
E-WOM (X3)	X3.P1	433	0,1966	0,000	Valid
	X3.P2	395	0,1966	0,000	Valid
	X3.P3	462	0,1966	0,000	Valid
Purchase Intention (Y)	Y1.P1	438	0,1966	0,000	Valid
	Y1.P2	528	0,1966	0,000	Valid
	Y1.P3	443	0,1966	0,000	Valid

Source: spss data processing results 25, 2025

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Based on the table above, it can be seen that the degrees of freedom (df) = (n - 2), where n is the sample size, i.e., (100 - 2) = 98. Therefore, the critical r-value (r table) is 0.1966. From the validity test results, it is known that the calculated r-value (r count) is greater than the critical r-value, and the significance value (2-tailed) is less than 0.05. This indicates that all the questionnaire items are valid.

Reliability Test

Table 3: Reliability Test Results

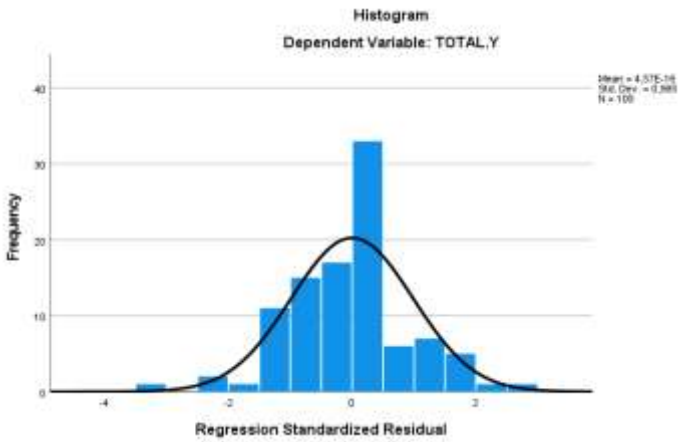
Variable	Calculate Cronbach Alpha	Cronbach Alpha Limits	Information
Brand Image (X1)	690	0,60	**Reliable**
Brand Trust (X2)	696	0,60	**Reliable**
E-WOM (X3)	698	0,60	**Reliable**
Purchase Intention (Y)	711	0,60	**Reliable**

Source: spss data processing results 25, 2025

Based on the table above, it can be seen that the Cronbach's alpha value for the brand image variable is 0.690, brand trust is 0.696, E-WOM is 0.698, and purchase intention is 0.711, with each value exceeding 0.60. Therefore, the questionnaire can be considered reliable and is appropriate to be used as a measurement instrument.

Normality Test

Figure 2: Normality Test Results



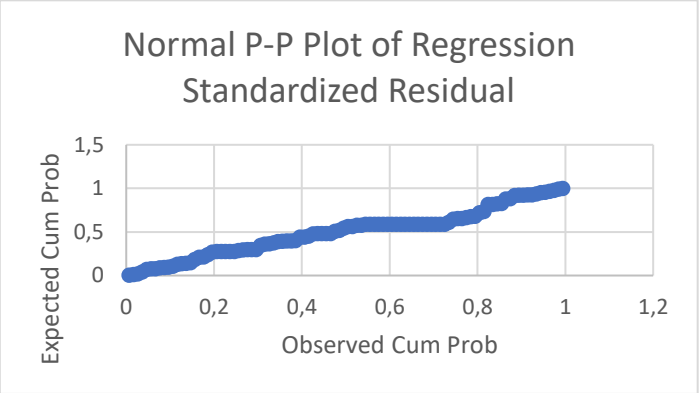
Source: spss data processing results 25, 2025

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Based on the image above, the histogram shows a normal distribution pattern where the line is right at the peak of point 0 and the line does not deviate to the right or left.

Figure 3: P-P Plot Test Results Normality Test



Source: spss data processing results 25, 2025

Based on the normal p-p plot graph, the data is spread along the diagonal line and follows the direction of the diagonal line so that the data can be said to be normally distributed.

Multicollinearity Test

Table 4: Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Information
Brand Image (X1)	0,503	1,990	There is no multicollinearity
Brand Trust (X2)	0,437	2,290	There is no multicollinearity
E-WOM (X3)	0,587	1,703	There is no multicollinearity

Source: spss data processing results 25, 2025

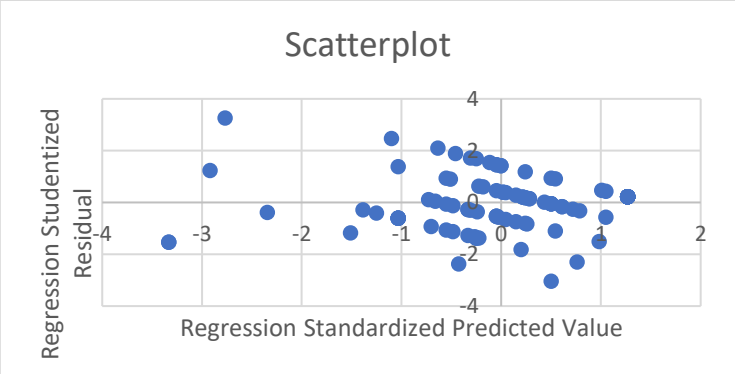
Based on the table above, the tolerance value of the brand image variable is 0.503, brand trust 0.473 and e-wom 0.587 where all tolerance values on the independent variables are > 0.10 and the VIF value on the brand image variable is 1.990, brand trust 2.290 and e-wom 1.703. This shows that the independent variables have a value <10.00, so it can be concluded that there is no multicollinearity between the dependent variables

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in the regression model or there is a perfect correlation between the independent variables, namely brand image, brand trust and e-wom.

Heteroscedasticity Test

Figure 4: Heteroscedasticity Test Results



Source: spss data processing results 25, 2025

Based on the image above, it can be seen that the points are spread randomly and spread above or below the number 0, so in this study it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Table 5: Multiple Linear Regression Analysis Recapitulation

Coefficients[a]							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	3,938	1,073		3,668	,000	
	TOTAL.X1	,246	,102	,252	2,404	,018	,503
	TOTAL.X2	,270	,098	,309	2,756	,007	,437
	TOTAL.X3	,206	,087	,231	2,384	,019	,587

Source: spss data processing results 25, 2025

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Based on the analysis results in the table above, the following regression equation model is obtained:

$Y = 3.938 + 0.246X_1 + 0.270X_2 + 0.206X_3$

From this equation, the following can be interpreted:

1. The constant value is 3.938, meaning that if X_1, X_2, and X_3 remain constant, the purchase intention is 3.938.
2. The regression coefficient of the **brand image** variable (X_1) is 0.246, which means that if X_1 increases by 1 point while X_2 and X_3 remain constant, the purchase intention increases by 0.246 points.
3. The regression coefficient of the **brand trust** variable (X_2) is 0.270, which means that if X_2 increases by 1 point while X_1 and X_3 remain constant, the purchase intention increases by 0.270 points.
4. The regression coefficient of the **e-WOM** (electronic word of mouth) variable (X_3) is 0.206, which means that if X_3 increases by 1 point while X_1 and X_2 remain constant, the purchase intention increases by 0.206 points.

Partial T-Test

Table 6: Partial T-Test Results

Variable	T-count	Sig	T-Table	Information
X1	2,404	0,018	1,968	Has a significant positive impact
X2	2,756	0,007	1,968	Has a significant positive impact
X3	2,384	0,019	1,968	Has a significant positive impact

Source: spss data processing results 25, 2025

Based on the table above, the results of the t-test between variables are as follows:

1. **Hypothesis Test 1:** The effect of Brand Image (X_1) on Purchase Intention (Y) shows a t-value of 2.404 and a critical t-table value of 1.968. Since 2.404 > 1.968 and the significance level is 0.018 < 0.05, it means that H_0 is rejected and H_1 is accepted. Therefore, there is a positive and significant influence between brand image and purchase intention. Thus, the proposed hypothesis is proven.
2. **Hypothesis Test 2:** The effect of Brand Trust (X_2) on Purchase Intention (Y) shows a t-value of 2.756 and a critical t-table value of 1.968. Since 2.756 > 1.968 and the significance level is 0.007 < 0.05, it means that H_0 is rejected and H_2 is

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accepted. Therefore, there is a positive and significant influence between brand trust and purchase intention. Thus, the proposed hypothesis is proven.

3. **Hypothesis Test 3:** The effect of Electronic Word of Mouth (X_3) on Purchase Intention (Y) shows a t-value of 2.384 and a critical t-table value of 1.968. Since 2.384 > 1.968 and the significance level is 0.019 < 0.05, it means that H_0 is rejected and H_3 is accepted. Therefore, there is a positive and significant influence between electronic word of mouth and purchase intention. Thus, the proposed hypothesis is proven.

Simultaneous F Test

Table 7: Simultaneous F Test Results

ANOVA[a]						
Model		Sum of Squares	f	Mean Square	F	Sig.
1	Regression	87,927		29,309	28,585	000[b]
	Residual	98,433	96	1,025		
	Total	186,360	99			
a. Dependent Variable: TOTAL.Y						
b. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2						

Source: spss data processing results 25, 2025

Based on the table above, the calculated F-value is 28.585. This value serves as the test statistic, which is compared to the F-table value. The degrees of freedom are df_1 (between groups) = k – 1 = 4 – 1 = 3 and df_2 (within groups) = n – k = 100 – 4 = 96, resulting in an F-table value of 2.70.

Since the calculated F-value (28.585) is greater than the F-table value (2.70), and the significance level is 0.00 < 0.05, it means that H_0 is rejected and H_4 is accepted. Therefore, variables X_1 (brand image), X_2 (brand trust), and X_3 (electronic word of mouth) together have a simultaneous, positive, and significant effect on purchase intention.

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Coefficient of Determination Test (R2)

Table 8: Results of the Determination Coefficient Test (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687[a]	,472	,455	1,013
a. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2				
b. Dependent Variable: TOTAL.Y				

Source: spss data processing results 25, 2025

Based on the table above, it can be seen that the value of the coefficient of determination indicated by R is 0.687. For the R square value of 0.472. Then look at the R square value showing the influence between variables of 0.472 which means there is an influence between X1, X2 and X3 on Y of 47.2% while the remaining 52.8% can be explained by variables not examined in this study.

DISCUSSION

The Influence of Brand Image on Purchase Intention

The first hypothesis states that H_0 is rejected and H_1 is accepted, indicating that there is a positive and significant influence between brand image and purchase intention. Thus, the proposed hypothesis is proven. Based on the partial test results (t-test), brand image has a significant and positive effect on students' purchase intention in this study.

This occurs because brand image represents consumers' perceptions of a brand's image and reputation, which are critical factors in purchase decisions. When consumers hold a positive perception of a brand, their intention to purchase products from that brand tends to increase. Therefore, the stronger and more positive the brand image, the greater the consumer's intention to buy the product. This finding is consistent with the study conducted by Khoirunnisa Dea dan Albari (2023), which concluded that brand image significantly affects purchase intention. A positive brand image encourages consumers to purchase, especially in areas related to innovation and sustainability, Limbu and Ahamed (2023).

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The Influence of Brand Trust on Purchase Intention

The second hypothesis states that H_0 is rejected and H_2 is accepted, indicating that there is a positive and significant influence between brand trust and purchase intention. Thus, the proposed hypothesis is proven. Based on the partial test results (t-test), brand trust has a significant and positive effect on students' purchase intention in this study.

This is because brand trust reflects the degree of consumer confidence in a brand, which is a crucial factor in making purchasing decisions. When consumers have a high level of trust in a brand, their purchase intention toward its products tends to increase. Therefore, the stronger the consumer's trust in a brand, the greater their likelihood of purchasing that brand's products. A study by Ling and Zheng (2023) also confirmed that brand trust significantly influences purchase intention. Similarly, research by Kelvin dan Carunia Mulya Firdausy (2022) found that brand trust has a significant impact on purchase intention.

The Influence of E-WOM on Purchase Intention

The third hypothesis states that H_0 is rejected and H_3 is accepted, indicating a positive and significant influence between electronic word of mouth (e-WOM) and purchase intention. Thus, the proposed hypothesis is proven. Based on the partial test results (t-test), e-WOM has a significant and positive effect on students' purchase intention in this study.

This is because e-WOM represents the dissemination of information and recommendations online, which consumers often view as credible sources in their decision-making process. When consumers receive positive reviews and recommendations through e-WOM, their purchase intention tends to increase. This statement is supported by research from Buyung Romadhoni et al., (2023) and Isabella Kaliya dan Nani Muliyani (2024), both of which show a significant relationship between electronic word of mouth and purchase intention.

The Influence of Brand Image, Brand Trust, and E-WOM on Purchase Intention

The previous hypothesis stated that brand image, brand trust, and e-WOM simultaneously have a positive influence on purchase intention, and this was accepted. Based on the simultaneous test results (F-test), all three variables collectively have a significant effect on consumer purchase intention in this study.

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This indicates that a positive perception of brand image, trust in the brand, and online recommendations (e-WOM) collectively contribute to increasing consumers' intention to purchase. When a brand has a strong image, earns consumers' trust, and receives positive online reviews, the likelihood of consumers making a purchase becomes significantly higher.

This is in line with the findings of Rona Octavia Mawaddah dan Acep Samsudin (2024), which confirm that brand image, brand trust, and electronic word of mouth together significantly affect purchase intention. Likewise, Hendri dan Herlina Budiono (2021) also found that brand image perception, brand trust, and e-WOM are positive predictors of purchase intention.

CONCLUSION

1. **Brand Image**, **Brand Trust**, and **Electronic Word of Mouth (E-WOM)** simultaneously have a significant influence on the **Purchase Intention** of Le Minerale products among ITBAD Lamongan students.
2. **Brand Image** has a partially significant effect on the **Purchase Intention** of Le Minerale products among ITBAD Lamongan students.
3. **Brand Trust** has a partially significant effect on the **Purchase Intention** of Le Minerale products among ITBAD Lamongan students.
4. **Electronic Word of Mouth (E-WOM)** has a partially significant effect on the **Purchase Intention** of Le Minerale products among ITBAD Lamongan students.

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