



Impact of Brand Awareness, Price and Eco-Label on Le Minerale Purchase Intention among Islamic Economics Students (Java Island Case Study)

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ABSTRACT

The bottled water (AMDK) industry in Indonesia has experienced significant growth in line with the increasing public awareness of the importance of safe and convenient drinking water. One of the brands that has gained consumer attention is Le Minerale. This study aims to analyze the influence of brand awareness, price, and eco-label on the purchase intention of Le Minerale products among Islamic economics students in Java. The research employs a quantitative approach with random sampling techniques, involving 80 respondents from several provinces. Data analysis was performed using logistic regression to evaluate the effect of independent variables on the dependent variable. The results show that brand awareness and eco-label significantly influence students' purchase intention, with odds ratios of 2.3 and 2.15 times higher, respectively, for students who are more aware of the brand and eco-label compared to those who are not. On the other hand, the price variable does not significantly influence purchase intention. These findings indicate that brand awareness and environmental concerns are key factors in driving purchasing decisions in the segment of Islamic economics students. This research contributes to the development of environmentally friendly marketing strategies relevant for companies to increase their market share.

Keywords: brand awareness, price, eco label, purchase intention, Le Minerale.

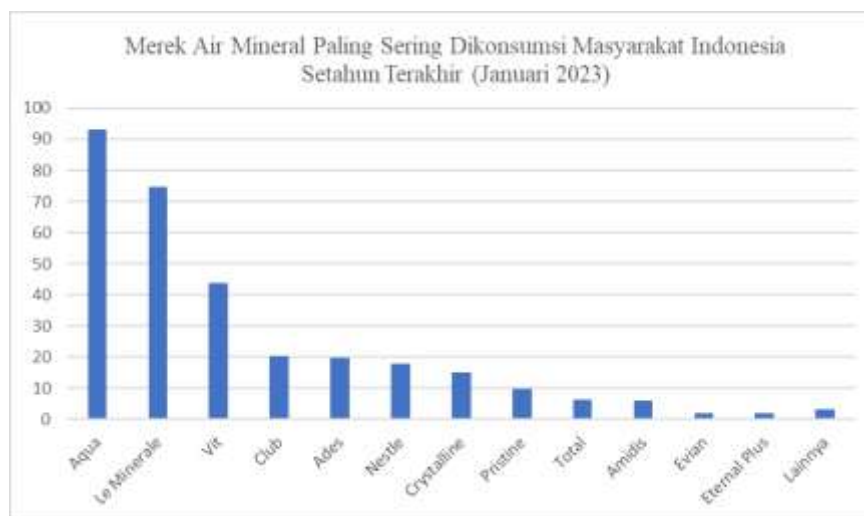
INTRODUCTION

The Bottled Drinking Water (AMDK) industry in Indonesia continues to experience rapid growth along with increasing public awareness of the importance of safe and practical drinking water needs (Marsyaf & Simatupang, 2023; Reza et al., 2022). One of the bottled

water brands that has successfully attracted consumer attention is Le Minerale. As part of a relatively homogeneous product category, consumers' decisions to choose certain products such as Le Minerale are not only determined by functional factors, but also deeper emotional and cognitive factors (Setiadi & Se, 2019). Therefore, this study aims to explore the influence of several important variables related to consumer behavior.

This research is motivated by the importance of understanding consumer preferences (Han, 2021; Majeed et al., 2022). This study also motivated by the importance of understanding consumer preferences, especially in the segment of Islamic economics students, who are increasingly critical in choosing products. Brand awareness is often a major factor influencing purchasing decisions (Arianty & Andira, 2021). While price is often assumed to be an important determinant in sensitive markets. However, with the increasing concern for environmental issues, the presence of eco-labels on products is also an important consideration for consumers who are concerned about the environmental impact of the products they buy (Muslim & Indriani, 2014). Not only that, this green concept is actually in line with Islamic principles of Islamic economics (Harahap et al., 2023) studied by students of Islamic economics. It is interesting to prove how these three variables can influence purchasing interest in Le Minerale products.

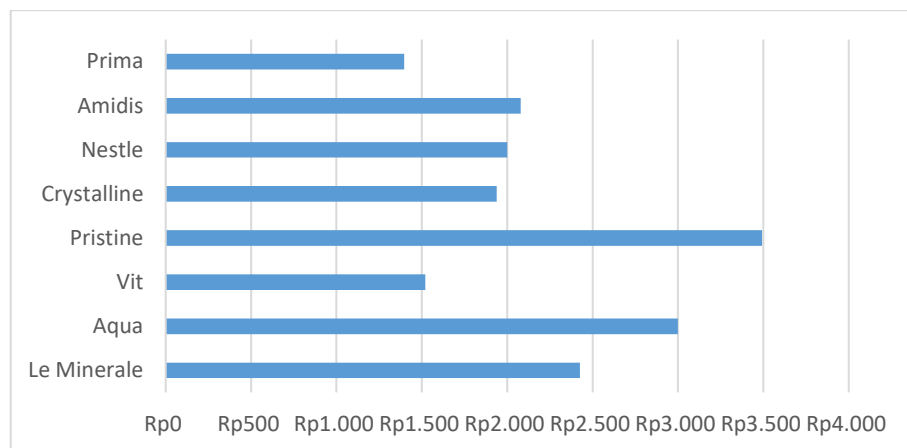
Figure 1.1 Data on Mineral Water Brands Most Frequently Consumed by Indonesians January 2023



Source: Data Box (katadata.co.id)

Based on the figure (Figure 1.1), Le Minerale is the second most frequently consumed mineral water brand by Indonesians in the past year until January 2023. The consumption percentage of Le Minerale is consumed by approximately 70% of respondents, indicating significant popularity in the mineral water market. Le Minerale's dominance in the mineral water market indicates that the brand has a strong market share and is trusted by a large number of consumers, although it is still below Aqua. With consumption almost double that of other brands such as Club, Ades, Nestle, Crystalline, and Pristine, Le Minerale shows high competitive strength in the market. From the data, it can be concluded that Le Minerale has a very strong position in the Indonesian mineral water market, being the second top choice after Aqua. This reflects high consumer confidence in the quality and brand of Le Minerale.

Figure 1.2 Price Comparison of Mineral Water (600 ML Size)



Source: Shopee Marketplace

Based on Figure 1.2, Le Minerale has a lower price of IDR2,425 compared to Aqua at IDR3,000 and Pristine at IDR3,492. Le Minerale being in the middle position shows that Le Minerale offers better quality than some of the cheaper brands, but still tries to remain competitive against brands with higher selling prices. The comparative analysis gives an idea of Le Minerale's price in the mineral water market and how it compares to its competitors. Therefore, this brand has the potential to have the purchasing power of the middle economic level of society including students and college students.

Le Minerale products actually have an ecolabel registered with the Indonesian Ministry of Environment and Forestry, by applying 2 types of customized ecolabel assessment by the Ecolabel Verification Agency (LVE) called STP Balai Teknologi Polimer BPPT registered by KLHK. Ecolabels demonstrate a company's commitment to environmentally friendly and sustainable production practices, which are increasingly becoming a major concern for consumers who care about the environment. Based on a study from Greenpeace Indonesia, more than 70% of university students in Indonesia, including those from Islamic economics, stated that environmental sustainability is an important factor in choosing products, such as bottled water. Le Minerale, which has an environmentally friendly certification or ecolabel, can attract consumers who prioritize the environmental impact of the products they consume. Susilo (2016) revealed that the level of understanding of Indonesian society towards ecolabels is still low compared to developed countries. This lack of knowledge about ecolabels results in low purchase interest in products labeled as environmentally friendly (Vázquez et al., 2023).

Islamic economics students are an interesting segment to research and can be a special definition because they have unique characteristics in economic decision-making. As individuals who study the principles of Islamic economics, they not only consider the rational

aspects of buying products, but maybe also the ethical and sustainability aspects that are aligned with sharia values. Thus, variables such as Brand Awareness which reflects recognition and trust in the brand (Alfian et al., 2024; Eliasari & Sukaatmadja, 2017), Price which reflects affordability (Shafitri et al., 2021), and Eco Label which shows the product's commitment to environmental sustainability (Wojnarowska et al., 2021), are important factors that hypothetically influence the interest in buying products among these students.

Although there has been previous research on the influence of brand awareness, price, and sustainability factors on consumer interest, there has been no research that specifically focuses on Le Minerale products and uses Islamic economics students as research samples. In addition, there is still a lack of research related to variables relevant to this case, such as the direct effect of ecolabel implementation on consumer interest. By understanding these factors, it is hoped that this research can provide insights and policy recommendations, especially related to ecolabels for companies in developing effective marketing strategies to maintain and increase their market share.

THEORITICAL FRAMEWORK AND HYPOTHESIS

Brand Awareness

Brand Awareness is the level of consumer understanding and awareness of a brand, where consumers can identify the brand and recall from a particular product category (Aaker, 1997). Brand recognition and recall will involve efforts to get the identity of the name and connect with the product category. Brand Awareness includes consumer knowledge about brand attributes such as quality, image, and reputation of the product (Foroudi, 2019). Consumer awareness of a brand is the ability to bring up the brand in the minds of consumers when thinking about related products and how easily the product is searched for (Tondang & Silalahi, 2022). Access to information provided in the product can increase the level of consumer understanding of the brand (Nawawi, 2018). Brand awareness can also influence consumer behavior, including purchasing decisions, brand preferences, and consumer loyalty (Miati, 2020).

Reviewed from previous studies that examined the influence of Brand Awareness on purchasing decisions, Widjaja (2019) explained the effect of Brand awareness simultaneously has a significant effect on product purchasing decisions, but partially, the results are different. Other research by Tondang & Silalahi (2022) who also found that brand awareness has a positive effect on purchasing decisions. The higher the level of brand awareness of a product, the more purchases will increase. Eliasari & Sukaatmadja (2017) also added a reference by stating that, the effect of brand awareness on bottled water products also affects brand loyalty, when brand awareness has a positive and significant effect on brand loyalty, it will affect the increase in purchases of these products.

In the context of research on the influence of Brand Awareness on the interest of Islamic economics students in Indonesia, using Le Minerale products is crucial in an environmentally friendly branding strategy. A high level of brand awareness can influence consumer interest, especially among Islamic economics students to use Le Minerale products. In addition, high brand awareness can affect perceptions of the quality of environmentally friendly products.

Price

Price is a significant factor in influencing consumer interest in using certain products (Cham et al., 2018). Consumers tend to consider the relationship between the value provided by a product and the price paid. The price of a product being marketed is important, because it can increase consumer satisfaction (Listiawati et al., 2017). Although lower prices can be an attraction for consumers, other factors such as product quality, brand image, and benefits play a role in purchasing decisions. (Sander et al., 2021). The right pricing strategy in choosing a product can affect consumer interest, especially in environmentally friendly products, namely Le Mineral.

Based on the general theory of price and its relationship with the demand for a good in Case & Fair (2007), demand tends to fall due to an increase in the price of a good or service. Also reviewed from previous research conducted by Dewi & Suprpti (2018) that, price is influenced by product quality which can increase consumer perceptions of product excellence. Other research by Mahanani (2018) in purchasing a product, consumers will determine purchasing decisions represented by the desired price which will affect the final purchasing behavior of consumers, both individuals and groups who buy goods for consumption.

In the context of this study, the focus on interest in using environmentally friendly products such as Le Minerale products can be influenced by several economic variables including product price variables. Le Minerale as a brand of bottled drinking water is faced with the challenge of being able to balance competitive prices with efforts to maintain quality and an environmentally friendly brand image.

Ecolabel

Ecolabel comes from the word "eco" which means environment and "label" which means sign. Ecolabel products are products that are marked as differentiated from other products, because there is information that cares about environmental issues. (Widyastuti, 2023). Ecolabel products can help consumers to choose environmentally friendly products. In addition, it acts as a tool for companies or producers to provide information to consumers that their products have environmentally friendly properties. Based on ISO 14020, Ecolabel is a statement label that shows environmental aspects and a tool in order to manage the environment well (Rahman, 2019).

For companies, the application of ecolabels can encourage innovation towards environmentally sound industries without damaging them (Wojnarowska et al., 2021). In addition, the application of ecolabel is a recognition or award in producing a product that is environmentally friendly and pays attention to environmental sustainability. Some of the criteria in the ecolabel require the use of production methods, raw materials, and energy that are relatively safe for the environment (Handayani et al., 2018). Ecolabels can also provide a positive brand image for products produced and marketed by companies (Handayani et al., 2018).

Reviewed from previous studies regarding ecolabels, Rahman (2019) explained that, consumer interest found subject norm has a positive effect on behavior intention in choosing beverage products that have ecolabels. Research conducted Utami et al. (2022) found a positive influence between ecolabel knowledge on buying interest between packaging design and environmental awareness. Other research conducted by Padmalia (2018) regarding purchasing decisions for products with ecolabels or so-called green products are influenced by green output and green input which can be supported by recommendations from others when consumers decide to purchase products.

RESEARCH METHOD

Data Collection

This quantitative study utilizes primary cross-sectional data gathered in 2024 through surveys targeting students enrolled in Islamic economics-related programs. Due to the unknown total population, a non-probability random sampling technique was employed, ensuring each individual had an equal chance of selection (Cozby & Bates, 2012). The sample size determination follows Peduzzi et al. (1996), recommending a minimum of 10 samples per variable for unbiased logistic regression results. However, Vittinghoff & McCulloch (2007) suggest that 5-9 samples per variable may suffice. Participants included students from Islamic Economics, Islamic Business Management, Islamic Accounting, Islamic Financial Management, Islamic Economic Law, and Islamic Banking programs. The survey instrument comprised questions assessing interest in purchasing Le Minerale products, as well as items measuring brand awareness, price sensitivity, and eco-label recognition.

Data Analysis

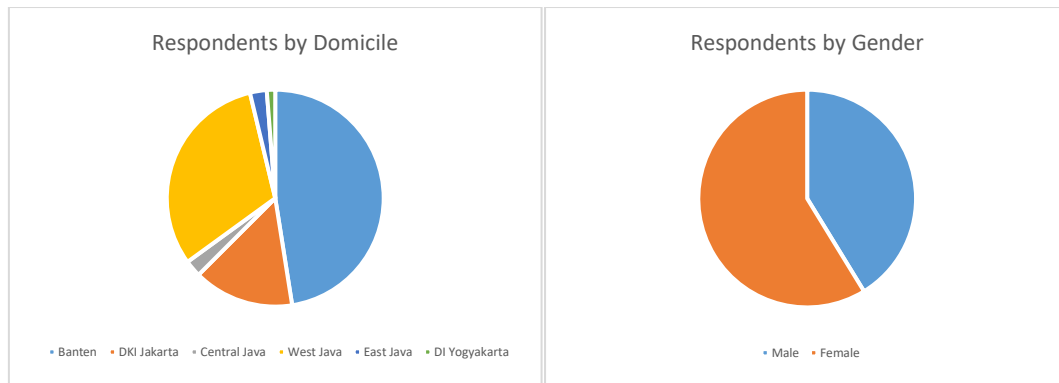
The collected data were analyzed using logistic regression to evaluate the impact of multiple independent variables (X) on a binary dependent variable (Y), such as "yes" or "no" responses (Yamin, 2023). According to (Hosmer et al., 1988), the coefficients in the logit model are expressed as $\beta_i = g(x+1) - g(x)$, indicating the change in the logit function $g(x)$ due to a one-unit change in the independent variable x , known as the log odds. The odds ratio interpretation suggests a positive value indicates a positive relationship with the response variable, a negative value indicates a negative relationship, and zero indicates no effect. The logistic regression model is formulated as follows:

$$g(MB) = \log\left(\frac{P}{1-p}\right) = \beta_0 + \beta_1 BA + \beta_2 HRG + \beta_3 ECL + \epsilon$$

In this study, the dependent variable (MB) is a dummy variable coded as 1 for students interested to buy a Le Minerale products and 0 for those not interested to buy a Le Minerale products. Independent variables include Brand Awareness (BA), assessing students' sensitivity; Price (HRG), indicating the price level students are willing to pay for Le Minerale products; and Eco-Label (ECL), measuring students' knowledge of eco-labeling and its influence on purchasing interest. All independent variables are measured using a Likert scale: 1) Strongly Disagree, 2) Disagree, 3) Agree, and 4) Strongly Agree. To address the research questions, analyses include respondent demographics, regression analysis, and discussions grounded in existing literature and theoretical frameworks.

RESULT AND DISCUSSION

Figure 4.1 Description of Respondents



Source: Authorized

Based on the data, most respondents spread across several provinces came from Banten with 38 people, followed by West Java with 25 respondents. DKI Jakarta also contributed significantly with 12 respondents. Meanwhile, Central Java and East Java each had 2 respondents, and DI Yogyakarta had 1 respondent. This data shows that the distribution of respondents is more concentrated in Banten and West Java, while other regions have much less representation.

The distribution of respondents based on gender, there were a total of 33 male respondents and 47 female respondents. This shows that there are more female respondents than male respondents. Overall, women dominate the composition of respondents in this study with a significant difference in number, namely 15 more people than men. This distribution can provide important information in analyzing further data related to differences in perceptions or preferences based on gender.

Table 4.1 Correlation Matrix between Independent Variables

	y	x1	x2	x3
y	1.0000			
x1	0.3389	1.0000		
x2	0.1564	0.5978	1.0000	
x3	0.4320	0.1363	0.2019	1.0000

Source: STATA 17 (Authorized)

Based on the correlation test, there is no multicollinearity problem between each independent variable. This can be seen through the correlation value between variables that does not reach > 0.90 with the decision rules according to Yamin (2023), there is no multicollinearity in the variables when the correlation value does not reach 0.90.

Table 4.2 Model Fit Test (Hosmer-Lemeshow)

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Goodness-of-fit test after logistic model
Variable: y

Number of observations =      80
Number of groups =      3
Hosmer-Lemeshow chi2(1) =    0.21
Prob > chi2 =    0.6449

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Source: STATA 17 (Authorized)

Based on the Hosmer-Lemeshow goodness of fit test, the Prob> chi2 = 0.6449 number is obtained, which indicates that the logistic regression model for variable Y can be declared suitable or appropriate based on the data used (Yamin, 2023).

Table 4.3 Logistic Regression Table

Logistic regression				Number of obs = 80		
				LR chi2(3) = 27.47		
				Prob > chi2 = 0.0000		
Log likelihood = -38.649987				Pseudo R2 = 0.2622		
y	Odds ratio	Std. err.	z	P> z	[95% conf. interval]	
x1	2.370146	.7097632	2.88	0.004	1.317876	4.26261
x2	.7045247	.1928058	-1.28	0.201	.4120498	1.2046
x3	2.156753	.4560682	3.63	0.000	1.424967	3.264344
_cons	.0000388	.0001223	-3.22	0.001	7.97e-08	.018832

Source: STATA 17 (Authorized)

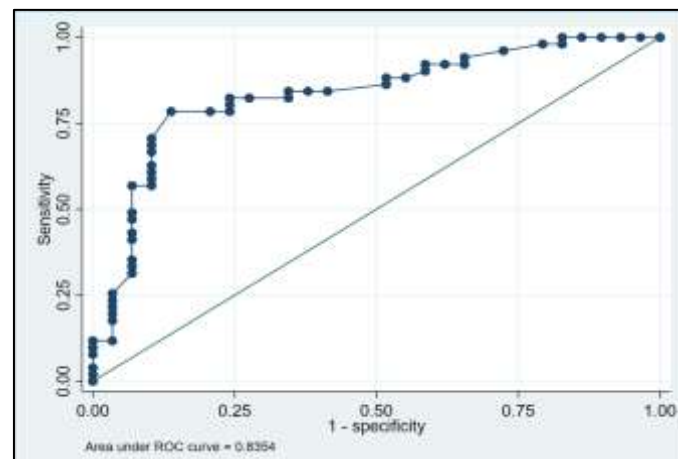
Based on Table 4.3, the logistic regression model can predict the interest in purchasing Le Minerale products by 26.22% assuming other factors outside the model are considered constant. The Likelihood Chi square test was also carried out to see the effect simultaneously and it was found that it had an influence on the purchase of Le Minerale products with the Prob test results being (0.000 < 0.05). So it can be understood that, the regression model is simultaneously significant. While the significance of partial or individual testing is seen from the z statistic where Prob < 0.05 indicates that there is a significant influence. Variable X₁ (Brand Awareness) and Variable X₃ (Eco Label) significantly influence how consumer behavior to buy Le Minerale products, while Variable X₂ (Price) does not significantly influence.

In this study, we interpreted the logistic regression coefficient based on the magnitude of the odd ratio value. According to Hosmer et al. (1988) an odd ratio of more than 1 indicates a positive logistic regression coefficient while an odd ratio of less than 1 indicates the opposite regression coefficient. Based on table 4.3, variables X₁ and X₃ have a positive influence on product purchases, while variable X₂ has a negative effect. Based on table 4.3 also, variables

that significantly affect the desire to buy (prob <0.05) are X_1 (Brand Awareness) and X_3 (Eco Label).

Further interpretation of the odds ratio value is that students who tend to know more about Le Minerale products through marketing, will increase their chances of buying or consuming the product by 2.3 times compared to those who know less. Furthermore, for students who have more knowledge about eco-labeling, they tend to buy Le Minerale products 2.15 times compared to students who do not or know less about it. As for the price variable, although the effect is not significant, it can have a negative effect on changes in student buying interest in Le Minerale products.

Figure 4.2 ROC curve



Source: STATA 17 (Authorized)

Further testing is carried out to see how the prediction of the resulting regression model can explain purchase intention using the ROC Curve. According to Hosmer & Lemeshow (2000) the ability to predict an event through existing test results. The decision rules are, the value of 0.7 to 0.8 is considered acceptable, 0.8 to 0.9 is considered very good, and more than 0.9 is considered extraordinary. Based on Figure 4.2, the ROC value in this research model is 0.8354 so that it can be said that the prediction accuracy is considered very good.

Discussion of Research Results

From the results of the previous logistic regression test, the Brand Awareness variable (X_1) shows a positive coefficient with a p-value of $0.004 < 0.05$ which indicates that, the Brand Awareness variable has a significant effect on the interest in buying Le Minerale products. The positive coefficient indicates that the higher the consumer's awareness of le minerale retail, the greater their interest in buying the product (Mujasmara et al., 2024). This is relevant to the theory of brand awareness by Lavidge & Steiner (1961) which states that brand awareness is the first step in the consumer decision-making process. When consumers already know and

believe in a brand, they are more likely to buy the product compared to lesser-known products.

In the price variable (X_2) the results show a negative value with a p-value of $0.201 > 0.05$ which indicates that, statistically the price variable does not have a significant effect on the interest in buying bottled drinking water (AMDK) Brand Le Minerale. This study is different from the findings which state that price is a factor that influences the interest in buying bottled drinking water products (AMDK) (Yang, 2024). We also realize that the price variable does not have a significant effect, it can happen because the price of the product is cheap, if it increases, of course the change is not too big. This is also supported by research Fehrer et al. (2018) where many products/services are offered at low prices, factors such as trust and social value are often more important than price in influencing consumer decisions. Vidal-Lamolla et al. (2024) also found that inelastic correlation between price and water demand for residential water in their paper. We can also use this evidence to make a conclusion that, maybe the increase of water bottle prices (Le Minerale) doesn't impact a consumers willingness to pay.

The regression results of the Eco Label variable (X_3) show, the p-value coefficient of $0.000 < 0.05$, this shows that the Eco Label has a significant effect on the interest in buying Le Minerale products. This explains that the Eco label plays an important role in encouraging consumer interest in buying products, in this case Le Minerale among Islamic economics students. It can also be concluded that consumers are increasingly concerned about environmental issues and the presence of an eco label on a product can provide significant added value. (Lestari et al., 2020). Eco labels are increasingly convincing that a product is produced with attention to sustainability and environmentally friendly aspects (Potter et al., 2024), which are important factors in decision making for consumers who care about the environment (Islam, 2018).

In the context of Islamic economics students in Java, their characteristics are very relevant to the results obtained from the logistic regression test that has been carried out. First, brand awareness (X_1) which has a significant and positive influence on the interest in buying Le Minerale products. This shows that Islamic economics students tend to prioritize brand awareness in making purchasing decisions. Brand awareness is an important factor because students are generally more critical in choosing products that are considered reputable and reliable, in accordance with their values, including the value of transparency and honesty in brand communication related to sharia economic ethics.

Second, the insignificant price variable (X_2) can be explained through the perspective of Islamic economics students who may prioritize other aspects such as product quality and conformity with sustainability values. In this case, the relatively affordable price of Le Minerale products may be considered standard among students, so changes in price do not have much effect on purchase intention. In addition, Islamic economics students in Java Island tend to view products from the perspective of intrinsic and ethical values, which makes them focus more on the benefits of the product compared to minor price fluctuations.

Third, the positive influence of the Eco Label variable (X_3) confirms that Islamic economics students in Java Island have a high awareness of environmental issues. Many of them realize the importance of sustainability and care for the environment, in accordance with sharia principles that teach balance (mizan) and protection of nature (hifz al-bi'ah). Eco-labels are a major attraction as these students tend to favor products that demonstrate a commitment to ethical and responsible business practices.

CONCLUSIONS

This study has revealed that, Brand Awareness and Eco Label variables have a significant influence on the interest of Islamic economics students to buy Le Minerale products, while the price variable does not have a significant effect. From the logistic regression analysis, it was found that students who are more aware of the Le Minerale brand are 2.3 times more likely to purchase the product than students who are less aware of the brand. In addition, students who had more knowledge about Eco Label showed 2.15 times greater purchase intention compared to those who had less understanding of the Eco Label concept.

The main conclusion of this study is that consumers from the Islamic economics student segment are more likely to be influenced by brand awareness and sustainability factors (Eco Label) than product price. The findings also show that although price is an important factor in purchasing decisions, university students prioritize ethical and sustainability factors that are aligned with the sharia values they learn.

The results of this study have important implications for the marketing strategy of Le Minerale products, especially in reaching the Islamic economics student segment. Le Minerale must maintain and even strengthen brand awareness campaigns to maintain its position in the market. This can be done through increasing brand visibility on campuses and strengthening the brand image as a high-quality and environmentally friendly drinking water product. The implementation and promotion of Eco Label certification also needs to be enhanced, especially given the trend of consumers becoming increasingly concerned about environmentally sustainable products. Further education related to the Eco Label concept can be done through digital campaigns, seminars on campus, and collaboration with institutions related to the environment. Based on these findings, price is not the main factor considered by Islamic economics students, so Le Minerale can focus on added value such as product quality and sustainability. However, keep in mind that pricing that remains competitive is still important to maintain competitiveness in the wider market.

This study has several limitations, including limitations in the number of samples that are more focused on certain regions in Java. This uneven distribution of respondents may affect the generalizability of the research results. Further research with a wider area coverage and a larger sample size is needed to get more representative results. This study also did not explore other variables such as perceptions of product quality and the influence of business ethics which may also be important factors in purchasing decisions. These variables can be studied further to enrich insights into consumer behavior in choosing sustainable bottled water products.

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