



Unlocking Consumer Behavior: The Interplay of Marketing Mix and Hygiene Perceptions in Kembar Water's Market Success

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Abstract

This study aims to examine the impact of marketing mix strategy and hygienic perception on consumer trust and purchase decisions for Kembar Water, a bottled drinking water (AMDK) brand. The target population for this research includes consumers who have purchased Kembar Water products. From a total population of 380 consumers, a sample size of 100 respondents was determined using the Slovin formula. Random sampling was employed as the sampling technique. Data were collected through institutional documentation and online questionnaires distributed via Google Forms. The data analysis techniques included descriptive analysis and Structural Equation Modeling (SEM) using Smart PLS software. The findings of the study reveal that: (1) The marketing mix strategy variable does not significantly influence consumer trust. (2) The hygienic perception variable has a positive and significant impact on consumer trust. (3) The marketing mix strategy variable does not significantly affect consumer purchase decisions. (4) The hygienic perception variable positively and significantly influences consumer purchase decisions. (5) The consumer trust variable has a positive and significant effect on consumer purchase decisions.

Keywords: Marketing Mix Strategy; Hygienic Perception; Consumer Trust; Purchase Decisions

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1.0 INTRODUCTION

The development of packaged drinking water (AMDK) in Indonesia dates back to the colonial era, with the first known product (Panjaitan et al., 2024), Hygeia, introduced in Semarang in 1910. This marked the initial emergence of commercially packaged water in the country. However, the industry gained significant traction in 1973, when PT Aqua Golden Mississippi launched Aqua, which became Indonesia's pioneering and most well-known AMDK brand (Jacksen et al., 2021). The success of Aqua laid the foundation for the expansion of the bottled water industry, encouraging other brands to enter the market. By the early 2000s, several other brands, such as Cleo, Vit, Club, Ades, and Nestlé Pure Life, had emerged, intensifying competition in the sector. In recent years, many local brands (Reinaldo & Chandra, 2020) and supermarket-owned private labels have entered the market, further diversifying consumer choices and reflecting the growing potential of the AMDK industry (Kotler & Keller, 2019).

Packaged drinking water has now become an essential commodity for many Indonesians, driven by increasing awareness of waterborne diseases and concerns over water quality. Many urban households have shifted from relying on well water or tap water to consuming bottled water as their primary source of drinking water. Public perception regarding the safety and hygiene of drinking water plays a crucial role in shaping consumer preferences (Doria, 2010; Ferrier, 2001). This shift toward packaged drinking water aligns with broader consumer trends that emphasize hygiene, convenience, and quality assurance (Ward et al., 2009). The transition is evident in statistical data: in 2000, only 0.86% of Indonesian households relied on AMDK as their main drinking water source, while 48% still used well water (Investabook, 2022). However, as urbanization accelerated, AMDK consumption surged, reaching 39% of households by 2021. This drastic shift underscores a fundamental change in consumer habits and drinking water preferences over the past two decades (Doria, Pidgeon, & Hunter, 2009).

The increasing demand for AMDK has fueled steady industry growth, with an average annual growth rate of 6.8% between 2011 and 2020 (ASPADIN, 2022). However, the COVID-19 pandemic posed a significant challenge, causing an estimated 40% decline in demand due to economic uncertainty and changes in consumer behavior (CNBC Indonesia, 2020). Despite this setback, the industry quickly rebounded, with projected sales growth of 7–8% in 2022, indicating a strong recovery to near pre-pandemic levels (Jaffee, Newman, & Howard, 2015). As the industry becomes increasingly competitive, AMDK brands must adopt effective marketing strategies to differentiate themselves and build consumer trust (Wijaya et al., 2020), as trust is a key determinant of brand loyalty and purchasing decisions (Brei & Böhm, 2011; Schiffman & Wisenblit, 2019).

One of the emerging brands in this competitive landscape is Kembar Water, a small-scale AMDK producer based in Pasir Pangaraian, Rokan Hulu, Riau. Founded in 2020, at the height of the COVID-19 pandemic, Kembar Water managed to establish itself in the market and achieve consistent growth. Sales data from 2020 to 2022 indicates a 100% increase in sales volume and revenue over the three-year period (AMDK Kembar Water, 2023). This growth can be attributed to effective business strategies, with a strong emphasis on building consumer trust, a critical factor in fostering long-term customer relationships (Solomon, 2019; Robbins & Judge, 2021). Trust is a fundamental aspect of business success, as it creates positive consumer expectations and strengthens the connection between brands and their customers (Zeithaml, Bitner, & Gremler, 2020).

The role of trust in consumer purchasing decisions has been extensively studied (Rahman & Wijaya, 2021), with research demonstrating that trust significantly influences a consumer's likelihood to purchase. Factors such as product quality, customer service (Saputro et al., 2022), brand reputation (Arif et al., 2021), and price fairness all contribute to building consumer trust (Kumar & Bansal, 2022; Lin & Xu, 2021). A preliminary survey of Kembar Water customers revealed that hygiene, product quality, and service standards were among the most valued factors in their purchasing decisions, with hygiene emerging as the top priority (AMDK Kembar Water, 2023).

Hygiene, particularly in the water purification and bottling process, is a crucial factor that influences consumer trust in AMDK brands. Kembar Water emphasizes stringent hygiene measures, including a multi-step sterilization process involving boiling, cooling, and automatic packaging to ensure contamination-free production (Saylor, Prokopy, & Amberg, 2011). These efforts have helped shape positive consumer perceptions of the brand, reinforcing trust in its safety and quality. Numerous studies support the notion that hygiene perceptions strongly impact purchasing decisions in the bottled water industry (Wilk, 2006; Doria, 2010). However, some researchers argue that hygiene perceptions alone do not always translate into consumer trust, suggesting that additional factors, such as brand familiarity and personal experiences (Purwati et al., 2020), also play a role (Parag & Roberts, 2009).

Given these industry dynamics, this study aims to analyze the influence of marketing mix strategies and hygiene perceptions on consumer trust and purchasing decisions for Kembar Water in Pasir Pangaraian. Specifically, the study will investigate how the four elements of the marketing mix, product, price (Wijaya & Purba, 2021), place, and promotion, affect consumer trust and subsequent purchasing behavior. The novelty of this research lies in its focus on a local bottled water brand in a relatively under-researched region of Indonesia, providing valuable insights into consumer behavior and brand competitiveness in regional markets.

Given these factors, the present study aims to analyze the impact of marketing mix strategies and hygienic perceptions on consumer trust and purchasing decisions for Kembar Water in Pasir Pangaraian. Specifically, this research will explore how the marketing mix (product, price, place, and promotion) and hygiene perceptions influence consumer trust and the subsequent purchasing decisions (Suyono et al., 2023). The novelty of this study lies in its focus on a local bottled water brand, Kembar Water, in a relatively under-researched region of Indonesia, contributing to a deeper understanding of consumer behavior in this specific market.

The research objectives are as follows: (1) to analyze the influence of marketing mix strategies on consumer trust and purchasing decisions for Kembar Water; (2) to examine the impact of hygienic perceptions on consumer trust; and (3) to explore the overall effect of consumer trust on purchasing decisions.

2.0 LITERATURE REVIEW

Marketing Mix Strategy

Marketing mix refers to a strategy that integrates various marketing activities to find the optimal combination that generates satisfying results. It is a blend of several variables used by companies to meet or serve the needs and wants of consumers. The marketing mix is aimed at the market where the product or service produced by the company is offered. The creation of a marketing mix involves initiatives and coordination of activities related to product development, promotion, pricing, and distribution. In its application, the marketing mix consists of four variables, often referred to as the 4Ps (Product, Price, Place, and Promotion). Each of these indicators has a distinct concept: Product is concerned with the type and quality of the product offered to consumers, Price is about setting a price that aligns with the value of the product and consumers' purchasing power, Place refers to the distribution channels used to reach consumers, and Promotion includes activities aimed at informing and attracting consumers.

Hygienic Perception

Perception is the process by which individuals select, organize, and interpret the information received to create a meaningful picture of the world (Mukhsin et al., 2024). This perception is influenced not only by physical stimuli but also by environmental factors and the individual's circumstances. In the case of hygienic perception, consumer views are assessed based on hygiene and sanitation. Hygiene and sanitation involve actions taken to improve cleanliness and health through proper maintenance of both individuals and the surrounding environment, thus protecting against disease-causing microorganisms. According to several studies, there are three key indicators of hygienic perception: Taste, Smell, pH, and Sterility (Brei & Böhm, 2011; Doria, 2010; Saylor et al., 2011).

Consumer Trust

Consumer trust is the belief or confidence that consumers have when establishing relationships with particular entities, which is based on their knowledge of the product's attributes and benefits. Trust involves the conclusions that consumers draw about the object, attributes, and benefits of a product. Consumer trust can be described by four main indicators: Reliability, which measures the consistency of a company's products and services over time; Honesty, ensuring that the product and information provided by the company align; Care, referring to how well a company serves its customers and addresses complaints; and Credibility, which relates to a company's ability to enhance consumer trust (Kotler & Keller, 2019; Schiffman & Wisenblit, 2019; Ward et al., 2009).

Purchase Decision

A purchase decision is the process by which consumers select their preferred brand from a range of alternatives. This decision is influenced by factors such as economic conditions, technology, politics, culture, and other elements within the marketing mix. The factors affecting purchase decisions include: Commitment to Buying, which is the decision made after receiving product information; Choosing Based on Preferred Brand, which means consumers opt for the brand they like most; Choosing Based on Needs and Desires, which aligns with their preferences and requirements; and Recommendations from Others, where consumers may decide based on others' suggestions (Brei & Böhm, 2011; Doria et al., 2009; Lin & Xu, 2021).

The Influence of Marketing Mix Strategy on Consumer Trust in Kembar Water Bottled Water

The marketing mix, as a strategy, refers to the combination of various elements that a company integrates to generate the desired response in the target market. When the marketing mix is optimized, it positively influences the product's market performance by addressing consumer needs, setting prices, promoting products, determining distribution channels, and managing processes. If these elements work harmoniously, they can create a strong trust relationship between consumers and the product. Price, as a component of the marketing mix, has been found to have a significant positive effect on consumer trust, while other elements like product, promotion, and place may have a less direct impact (Brei & Böhm, 2011; Kotler & Keller, 2019; Schiffman & Wisenblit, 2019). Based on the aforementioned perspectives, we hypothesize that:

H1: Marketing Mix Strategy Has a Positive Influence on Consumer Trust.

The Influence of Hygienic Perception on Consumer Trust in Kembar Water Bottled Water

Hygiene during the production process of bottled water plays a critical role in maintaining product quality and shelf life, as it prevents microbial contamination that could otherwise compromise the safety of the product. From a consumer perspective, hygiene and sanitation are crucial factors that affect trust, as consumers are less likely to consume water that they perceive as contaminated. The consistent application of hygienic practices ensures product safety, which fosters consumer trust and positively influences purchase decisions. Research has shown that consumers' hygienic perceptions significantly impact their trust in bottled water products (Doria, 2010; Parag & Roberts, 2009; Zeithaml et al., 2020). Thus, we hypothesize that:

H2: Hygienic Perception Has a Positive Influence on Consumer Trust.

The Influence of Marketing Mix Strategy on Purchase Decision of Kembar Water Bottled Water

Effective marketing strategies, when properly integrated into the marketing mix, have a significant influence on consumer purchase decisions. The marketing mix elements interact with one another and shape consumers' perceptions, driving them toward making a purchasing decision. By aligning the product's attributes, pricing, promotional strategies, and distribution channels with consumers' expectations, a company can significantly enhance its likelihood of driving purchasing decisions. Previous studies have highlighted that marketing strategies, including the 4Ps, have a positive influence on purchase decisions, as consumers are more likely to purchase products that they perceive as valuable and suitable to their needs (Kumar & Bansal, 2022; Jaffee et al., 2015; Wilk, 2006). Based on this, we hypothesize that:

H3: Marketing Mix Strategy Has a Positive Influence on Purchase Decision.

The Influence of Hygienic Perception on Purchase Decision of Kembar Water Bottled Water

Consumer decision-making processes are influenced by a variety of factors, including product quality, brand reputation (Hadi et al., 2024), and perceptions of safety. Hygienic practices during production are particularly important in the case of bottled water, as they ensure that the product is free from contaminants. Consumers

who perceive a bottled water product as hygienic and safe are more likely to choose it over competitors. Research supports the idea that hygienic perception plays a significant role in shaping purchase decisions, as consumers are more inclined to purchase water products that they believe to be clean, safe, and free from harmful bacteria (Doria, 2010; Ferrier, 2001; Saylor et al., 2011). Therefore, we hypothesize that:

H4: Hygienic Perception Has a Positive Influence on Purchase Decision.

The Influence of Consumer Trust on Purchase Decision of Kembar Water Bottled Water

Consumer trust is a key factor in influencing purchasing behavior, as trust creates confidence in the product's quality and the company behind it. When consumers trust a product, they are more likely to purchase it, believing that it will meet their needs and expectations. Research has consistently shown that trust in a brand or product significantly affects purchasing decisions, as consumers who trust a product are more likely to choose it over others. Thus, consumer trust in bottled water products such as Kembar Water plays a critical role in the decision to purchase (Zeithaml et al., 2020; Lin & Xu, 2021; Ward et al., 2009). Consequently, we hypothesize that: *H5: Consumer Trust Has a Positive Influence on Purchase Decision.*

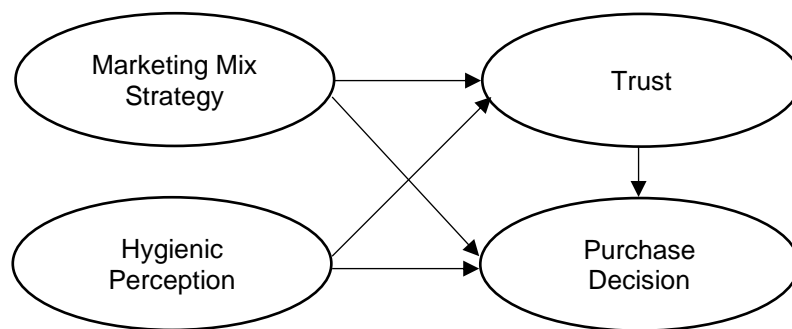


Figure 1. Conceptual Framework

3.0 METHODOLOGY

This study is a quantitative research conducted at Kembar Water, a bottled water company located in Rambah Village, Pasir Pangaraian District, Rokan Hulu Regency, Riau Province, from November to December 2023. The population consists of 380 Kembar Water consumers spread across several villages in the Pasir Pangaraian District. A simple random sampling method is used to select 100 respondents from the population, based on Slovin's formula for sample size determination (Wijaya et al., 2023), assuming a 10% margin of error (Sari et al., 2022). Data is collected using a structured questionnaire distributed to the respondents (Panjaitan et al., 2023). The questionnaire contains qualitative statements, and responses are classified into five alternatives, which will be quantified using a Likert scale (Mukhsin et al., 2023).

This research focuses on several key variables derived from the literature. The Marketing Mix includes Product (quality, design, features) (Chandra et al., 2023), Price (value, affordability), Place (distribution channels, accessibility), and Promotion (advertising, sales efforts) (Kotler et al., 2017; Armstrong et al., 2018). Hygienic Perception is assessed through indicators like taste, smell, pH level, and sterility, reflecting the cleanliness and safety of the product (Liu et al., 2017; Sutanto et al., 2020). Consumer Trust includes reliability, honesty, caring, and credibility based on the product's dependability and the brand's integrity (Mayer et al., 1995; Delgado-Ballester & Munuera-Alemán, 2001). Finally, Purchase Decision is influenced by decision stability, brand preference, need alignment, and recommendation, which measure consumer certainty and influence from others (Kotler & Keller, 2016; Liang et al., 2020).

This research employs both descriptive and inferential analysis techniques (Hadi et al., 2023). Descriptive analysis will summarize the data, using statistical measures such as mean, median, mode, and standard deviation to describe respondent characteristics and their responses. To ensure the reliability and accuracy of the instrument, validity is tested using correlation coefficients, and reliability is assessed using Cronbach's Alpha, where a value above 0.70 indicates consistency. A multicollinearity test will be performed to check for perfect correlations between independent variables, using tolerance values and variance inflation factors (VIF). The coefficient of determination (R^2) will measure how well the independent variables explain the variation in the dependent variable. For hypothesis testing, bootstrapping will be used in SmartPLS, and the P-value will be assessed to determine if the hypothesis can be accepted or rejected, with values below 0.05 indicating statistical significance. The evaluation of the PLS-SEM model will consider both the outer and inner models, focusing on loading factors, composite reliability, average variance extracted (AVE), and discriminant validity for the outer model, and R^2 values, path coefficients, and predictive relevance (Q^2) for the inner model.

4.0 RESULTS AND DISCUSSION

Respondent Profile Analysis

The respondent profile analysis reveals that the majority of respondents in this study are male (58.91%), indicating a dominant male consumer base for Kembar Water. In terms of age, 38.12% of respondents are over 50 years old, suggesting that older individuals are more confident in their purchasing decisions. Regarding occupation, 44.06% of respondents are self-employed, highlighting that this group plays a significant role in purchasing decisions. Education-wise, 55.94% of respondents hold a Bachelor's degree, indicating that individuals with higher education are more likely to trust and decide to purchase Kembar Water. Overall, the profile shows that male, older, self-employed individuals with higher education are the primary consumers of Kembar Water in Pasir Pangaraian.

Questionnaire Test Analysis

The results of the construct reliability and validity tests in this study, conducted using the Smart PLS software, are presented in the following table:

Table 1. Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Consumer Trust	0,668	0,669	0,673	0,584
Purchase Decision	0,637	0,645	0,651	0,522
Hygienic Perception	0,673	0,676	0,678	0,635
Marketing Mix Strategy	0,664	0,672	0,672	0,613

Source: Processed Data, 2024

Based on the table, the construct reliability and validity testing using SEM PLS can be interpreted as follows: (1) Outer Model Reliability is evaluated through convergent validity and discriminant validity, as well as by assessing the reliability of the construct, which is measured using Cronbach's alpha values of the indicator block that measures the construct. A construct is considered reliable if its Cronbach's alpha is greater than 0.60. The model shows that the Cronbach's alpha values for all constructs are above 0.60, indicating that all constructs are reliable according to the minimum required threshold. (2) Composite Reliability is another measure of construct reliability in the outer model. The composite reliability values for all constructs in the model exceed 0.70, meaning that all constructs meet the minimum reliability requirement. (3) Average Variance Extracted (AVE) is used to evaluate discriminant validity by checking whether the square root of the AVE for each construct is greater than the correlation between two constructs in the model. The table shows that the AVE values for all constructs are above 0.50, indicating good discriminant validity. Therefore, there are no issues with convergent validity in the model, and the constructs in this study can be said to have good discriminant validity.

Multicollinearity Test

The multicollinearity test in this study was conducted by examining the VIF (Variance Inflation Factor) values. If the VIF is less than 10, it can be concluded that there is no multicollinearity problem. The results of the multicollinearity test are presented in the following table:

Table 2. Multicollinearity Test

Influence Between Variables	VIF	Explanation
Marketing Mix Strategy -> Consumer Trust	3.645	No Multicollinearity
Marketing Mix Strategy -> Purchase Decision	3.815	No Multicollinearity
Hygienic Perception -> Consumer Trust	3.645	No Multicollinearity
Hygienic Perception -> Purchase Decision	5.462	No Multicollinearity
Consumer Trust -> Purchase Decision	3.931	No Multicollinearity

Source: Processed Data, 2024

Based on the results, it can be concluded that there is no multicollinearity issue, as all VIF values are below the threshold of 10. Therefore, the test results indicate no correlation between the independent variables.

R² Determination Coefficient Test

The determination coefficient measures the percentage of total variation in endogenous variables explained by exogenous variables in the SEM model. The results of the R² determination coefficient test, conducted using Smart PLS software, are presented in the following table:

Table 3. R Square

Variable	R-square	Adjusted R-square
Consumer Trust	0,5181	0,5139
Purchase Decision	0,5597	0,5556

Source: Processed Data, 2024

Based on Model 1, the Adjusted R-square value is 0.740, which means that 74% of the variation in consumer trust is explained by the Marketing Mix Strategy and Hygienic Perception variables. The remaining 26% is explained by other factors not investigated in this study. In Model 2, the Adjusted R-square value is 0.800, meaning that 80% of the variation in purchase decision is explained by the Marketing Mix Strategy, Hygienic Perception, and Consumer Trust. The remaining 20% is explained by other factors not studied in this research.

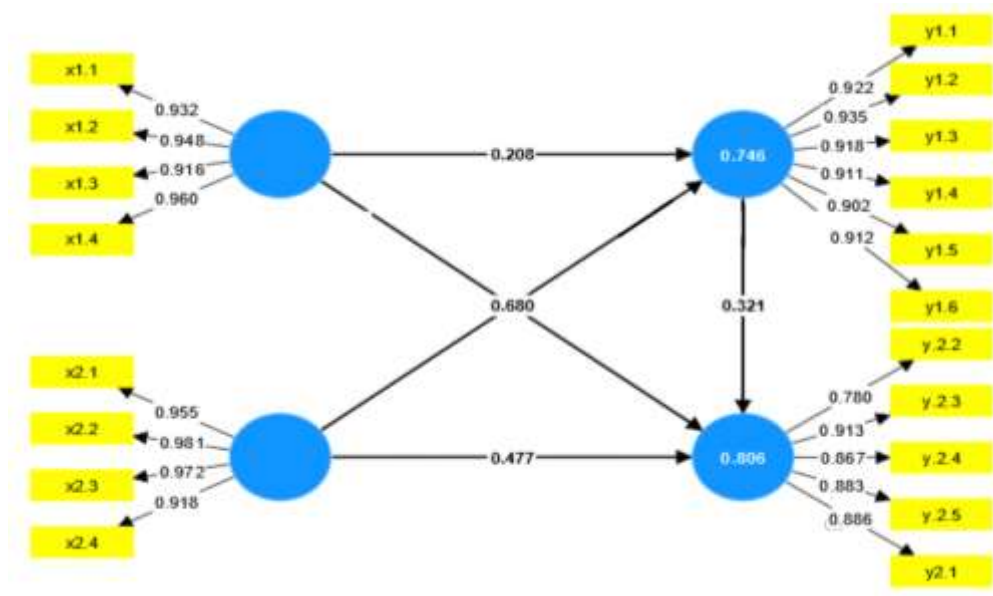


Figure 2. PLS Model

Source: Processed Data, 2024

In the results of the SEM PLS model equation, it can be explained that: (1) The Marketing Mix Strategy variable has a positive influence on Consumer Trust with a coefficient of 0.680. This means that an increase in the marketing strategy can raise consumer trust by 0.680. It can be concluded that the better the marketing strategy, the higher the consumer trust. (2) The Hygienic Perception variable has a positive influence on Consumer Trust with a coefficient of 0.208. This means that an increase in hygienic perception can raise consumer trust by 0.208. It can be concluded that the better the hygienic perception, the higher the consumer trust. (3) The Marketing Mix Strategy variable has a positive influence on Consumer Purchase Decision with a coefficient of 0.146. This means that an increase in the marketing strategy can raise consumer purchase decisions by 0.146. It can be concluded that the better the marketing strategy, the higher the consumer purchase decision. (4) The Hygienic Perception variable has a positive influence on Consumer Purchase Decision with a coefficient of 0.477. This means that an increase in hygienic perception can raise consumer purchase decisions by 0.477. It can be concluded that the better the hygienic perception, the higher the consumer purchase decision. (5) The Consumer Trust variable has a positive influence on Consumer Purchase Decision with a coefficient of 0.321. This means that an increase in consumer trust can raise consumer purchase decisions by 0.321. It can be concluded that the better the trust, the higher the consumer purchase decision.

Hypothesis Testing Analysis (t-Test)

The results of the hypothesis testing for the Structural Equation Model (SEM) in this study, using Partial Least Squares (PLS), can be explained as follows:

Table 4. Hypothesis Test

Variable	T statistics (O/STDEV)	P values	Conclusion
Marketing Mix Strategy → Consumer Trust	1.785	0.074	Rejected
Hygienic Perception → Consumer Trust	6.313	0.000	Accepted
Marketing Mix Strategy → Purchase Decision	1.376	0.169	Rejected
Hygienic Perception → Purchase Decision	4.534	0.000	Accepted
Consumer Trust → Purchase Decision	3.700	0.000	Accepted

Source: Processed Data, 2024

The results of hypothesis testing using the Structural Equation Model (SEM) with PLS in this study indicate several key findings. First, the effect of the Marketing Mix Strategy on Consumer Trust shows a P-value of 0.074, which is greater than 0.05, indicating that the marketing mix strategy does not significantly influence consumer trust. As a result, the proposed hypothesis is rejected. In contrast, the Hygienic Perception variable has a significant positive effect on Consumer Trust, with a P-value of 0.000, which is less than 0.05, meaning that the hypothesis is accepted.

Similarly, the effect of the Marketing Mix Strategy on Purchase Decision reveals a P-value of 0.169, which exceeds 0.05, suggesting that the marketing mix strategy does not significantly influence purchase decisions. Consequently, this hypothesis is also rejected. On the other hand, Hygienic Perception has a positive and significant impact on Purchase Decision, with a P-value of 0.000, leading to the acceptance of the hypothesis.

Furthermore, the effect of Consumer Trust on Purchase Decision is found to be significant and positive, as indicated by a P-value of 0.000, which is less than 0.05. This confirms that consumer trust plays a crucial role in influencing purchase decisions, and therefore, the hypothesis is accepted. These findings emphasize the importance of hygienic perception and consumer trust in shaping purchase decisions, while the marketing mix strategy does not show a significant influence on either consumer trust or purchase decisions in this study.

Discussion

The Influence of Marketing Mix Strategy on Consumer Trust in AMDK Kembar Water

An effective marketing mix strategy plays a crucial role in building consumer trust by ensuring consistency in product quality, pricing, promotion, and distribution channels. By maintaining a high standard in these elements, companies can establish strong and sustainable relationships with their customers. One of the key factors in gaining consumer trust is excellent customer service, which includes responding to inquiries, addressing complaints efficiently, and consistently delivering on brand promises. Additionally, clear and transparent communication regarding product benefits and features can help consumers develop a positive perception of the brand (Kotler & Keller, 2019; Zeithaml et al., 2020).

The findings of this study indicate that the marketing mix strategy variable has a positive but insignificant influence on consumer trust. This suggests that although a well-executed marketing mix can contribute to consumer trust, it is not a decisive factor in establishing it. The average responses from respondents show agreement that consumer trust influences their purchasing decisions regarding Kembar Water bottled water. These results align with research conducted by Lin and Xu (2021), which found that price has a significant influence on consumer trust, whereas product, promotion, and place do not. However, another study by Kumar and Bansal (2022) suggests that promotion has a positive effect on consumer trust, indicating that different elements of the marketing mix may influence trust to varying degrees depending on the context.

The Influence of Hygienic Perception on Consumer Trust in AMDK Kembar Water

Hygienic perception is a critical factor in consumer trust, particularly in the bottled drinking water industry. Consumers are highly concerned about the cleanliness and safety of the water they consume, making hygiene standards an essential component in influencing their purchasing decisions. Companies that prioritize hygiene in production, packaging, and distribution processes tend to gain higher consumer trust, as they are perceived as more reliable and responsible brands (Doria, 2010; Ward et al., 2009).

The results of this study confirm that hygienic perception has a positive and significant effect on consumer trust. This means that the better the hygienic perception of the product, the higher the level of trust consumers place in the brand. Consumers are more likely to trust bottled water brands that demonstrate strict hygiene standards, transparent quality control measures, and certifications ensuring product safety. These findings are consistent with Doria et al. (2009), who found that hygienic perception significantly influences consumer trust. However, Ferrier (2001) argues that hygiene and sanitation in refillable water do not significantly impact consumer trust, suggesting that trust in hygiene may be more critical for bottled products than for refillable water options.

The Influence of Marketing Mix Strategy on Consumer Purchase Decisions for AMDK Kembar Water

A well-structured marketing mix strategy enables businesses to understand and cater to consumer needs effectively. Through market research and data analysis, companies can tailor their marketing efforts to ensure that product quality, pricing strategies, promotional activities, and distribution channels align with consumer expectations. A marketing strategy that successfully integrates these elements enhances consumer engagement and encourages purchase decisions (Kotler & Keller, 2019; Schiffman & Wisenblit, 2019).

However, this study reveals that the marketing mix strategy variable has a positive but insignificant influence on consumer purchase decisions. This suggests that while an optimized marketing mix may contribute to consumer decisions, it is not a primary driver of purchasing behavior. This result is in line with Jaffee et al. (2015), who found that the four elements of the marketing mix (product, price, promotion, and place) do not significantly impact purchase decisions. In contrast, Kim and Kim (2020) argue that all four elements positively influence consumer purchase decisions, indicating that the effect of the marketing mix may vary across industries and market segments.

The Influence of Hygienic Perception on Consumer Purchase Decisions for AMDK Kembar Water

Consumers are increasingly aware of hygiene and safety standards, especially in products related to health and well-being. As a result, hygiene perception directly impacts consumer decision-making. When consumers perceive a product as clean, well-maintained, and safe for consumption, they are more likely to choose that brand over competitors. Brands that invest in sanitation, proper packaging, and transparent communication about their hygiene practices tend to enjoy higher consumer confidence and loyalty (Doria, 2010; Ward et al., 2009).

The findings of this study confirm that hygienic perception has a positive and significant influence on consumer purchase decisions. This indicates that the higher the consumer's perception of hygiene, the greater the likelihood of them choosing Kembar Water. These results are consistent with the study by Martínez and del Bosque (2013), which found that product hygiene significantly influences purchase decisions. However, Cohen and Ingram (2004) argue that hygiene perception does not significantly impact purchasing behavior, suggesting that other factors, such as price or brand reputation, may play a more dominant role in some markets.

The Influence of Consumer Trust on Purchase Decisions for AMDK Kembar Water

Consumer trust is one of the most important factors in shaping purchase decisions. When consumers trust a brand, they are more likely to make repeat purchases and recommend the brand to others. Trust is often built through consistent product quality, transparency, positive past experiences, and strong brand reputation. Consumers tend to prefer brands that they associate with reliability, honesty, and customer satisfaction, as these attributes reduce perceived risks in purchasing decisions (Zeithaml et al., 2020; Solomon, 2019).

This study finds that consumer trust has a positive and significant influence on purchase decisions. This means that as consumer trust increases, the likelihood of purchasing AMDK Kembar Water also rises. These results align with research by Hsu and Chang (2020), who found that consumer trust positively affects purchase decisions. However, Brei and Böhm (2011) argue that consumer trust does not always directly impact purchase decisions, as some consumers may base their choices more on factors such as price, availability, or promotional offers rather than trust alone.

5.0 CONCLUSION

The findings of this study conclude that the marketing mix strategy does not have a significant effect on consumer trust, indicating that the proposed hypothesis is rejected. Conversely, hygienic perception has a positive and significant effect on consumer trust, meaning that the proposed hypothesis is accepted. Similarly, the marketing mix strategy does not have a significant impact on consumer purchase decisions, leading to the rejection of the proposed hypothesis. However, hygienic perception significantly and positively influences consumer purchase decisions, supporting the acceptance of the hypothesis. Furthermore, consumer trust is found to have a positive and significant effect on purchase decisions, confirming the hypothesis that higher consumer trust leads to greater purchase likelihood.

For businesses, particularly AMDK Kembar Water, these findings highlight the need for a thorough evaluation of current marketing strategies, especially in understanding why they fail to build consumer trust. Companies should assess key performance indicators such as customer satisfaction levels, customer retention rates, and brand sentiment to refine their marketing approaches. Given that hygienic perception significantly affects both consumer trust and purchase decisions, companies must prioritize hygiene standards in production, packaging, and distribution to strengthen consumer confidence and drive sales.

Future researchers are encouraged to explore additional variables that may influence consumer trust and purchase decisions. Potential research directions include service quality (Hocky et al., 2020), examining how excellent customer service impacts consumer trust and purchasing behavior; brand reputation, investigating how a company's public perception affects consumer loyalty (Junaedi et al., 2024); and customer satisfaction, analyzing

the role of post-purchase experiences in influencing repeat purchases. Additionally, future studies could explore sustainability and ethical practices, assessing how environmental sustainability and corporate social responsibility (CSR) initiatives shape consumer trust and preferences. Another valuable area of research is digital marketing influence, examining how strategies like influencer endorsements, online reviews, and social media engagement affect consumer trust and buying behavior. Expanding research into these areas will provide deeper insights into consumer behavior and effective strategies for enhancing trust and increasing purchase decisions in the bottled water industry and beyond.

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