



Interaction of Taste and Tagline in Increasing Brand Awareness and Purchasing Decision of Le Minerale in Ambon City

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ABSTRACT

The bottled water industry in Indonesia is experiencing rapid growth, which is marked by increasing public awareness to consume quality water. This study aims to analyze the influence of taste and tagline on purchasing decisions, and the influence of tagline on brand awareness, and the influence of brand awareness on purchasing decisions of Le Minerale bottled water in Ambon City. The research method used is quantitative descriptive by collecting data through questionnaires to 116 respondents. The data collected were analyzed using SEM-GSCA, to test the proposed hypothesis. The results of the hypothesis test show that taste has a significant positive effect on purchasing decisions, tagline has a significant positive effect on purchasing decisions, tagline has a significant positive effect on brand awareness, and brand awareness also has a significant positive effect on purchasing decisions. The results provide important insights for companies in designing marketing strategies.

INTRODUCTION

The packaged beverage industry in Indonesia has continued to experience significant development in recent years which is marked by increasing public awareness of the importance of consuming quality water for health.

The demand for practical and guaranteed clean drinking water products is increasing, driving rapid growth for companies in this sector. Innovation is the main key for companies in maintaining market share (Catatanessy, 2024a), by offering products that are not only healthy but also attractive to consumers (Joueid & Coenders, 2018). Packaged drinking water, which was previously only known in the form of plain water without flavor, quinine comes in various variants, both in terms of flavor, size, and packaging. Packaged drinking water products that have added value, such as natural mineral content, are increasingly in demand by consumers (Kassaye, 2018; Maleš et al., 2022). The company that has succeeded in taking advantage of this trend is PT. Tirta Fresindo Jaya, which produces Le Minerale bottled drinking water.

This product is known for its claim of natural mineral content, especially bicarbonate which provides a natural sweet taste that distinguishes it from other bottled drinking water products in Indonesia. Since its launch in 2015, Le Minerale has been able to gain a fairly good position in the market, as reflected in the results of the Top Brand Survey and consumption data for 2023, where Le Minerale ranks second with a consumption rate of 74.7%. However, with the increasing number of choices of bottled drinking water products, Le Minerale is faced with the challenge of providing products that meet consumer expectations, especially related to product quality and health benefits. In the midst of this fierce competition, Le Minerale has succeeded in attracting consumers' attention with its distinctive taste and unique tagline, namely "Ada Manis-Manisnya".

This tagline aims to provide a deep impression and make it easier for consumers to recognize and remember the brand. The unique taste and attractive tagline that consumers like help create an emotional bond that drives purchasing decisions. Although the importance of taste and tagline has been discussed in marketing literature, the influence of both on brand awareness and its impact on purchasing decisions has not been widely studied, especially in Ambon City. In this study, we will analyze how these variables interact with each other in increasing brand awareness and how brand awareness itself plays a role in influencing consumer purchasing decisions of Le Minerale in Ambon City.

Several previous studies have examined the influence of taste on purchasing decisions, for example by (Andrianto, 2019), and the role of taglines in building brand awareness, for example by (Tur & Pratishara, 2018). These studies show that taste can drive the creation of purchasing decisions. Likewise, an effective tagline can strengthen consumer memory about the brand and create brand awareness. However, although there is consensus on the influence of each of these variables, there is still a research gap that lies in the relationship between taglines and brand awareness. By (Ismiyadi et al., 2022), which firmly states that taglines do not have a significant effect on brand awareness. Thus,

although previous studies have provided valuable findings on the influence of taste and tagline, there is still uncertainty in understanding the relationship between tagline and brand awareness, which is the basis for this study to analyze further. Based on the phenomena and research gaps that have been described above, the objectives to be achieved in this study are to analyze the influence of taste and tagline on purchasing decisions, tagline on brand awareness, and explore how brand awareness plays a role in influencing consumer purchasing decisions.

LITERATURE REVIEW

The Relationship between Taste and Purchasing Decisions

Taste is one of the important factors influencing consumer purchasing decisions, especially in the food and beverage industry (Folkvord et al., 2021). Taste not only includes the taste perceived by the sense of taste, but also involves the aroma, texture, and appearance of the product (Andersen et al., 2019). In the context of purchasing decisions, knowing how taste influences consumer behavior is very important for companies to design effective strategies.

Taste is a complex sensory experience (taste, aroma, texture, and temperature) that involves the interaction of various senses (Cole & Kramer, 2016). Taste consists of five main elements, namely sweet, sour, bitter, salty, and umami (Reinhard, 2010). Research (Mellya et al., 2024), provides results that a pleasant taste can increase consumer purchasing decisions.

Consumer purchasing decisions are the process through which individuals or groups choose, buy, use, and evaluate products or services (Catatanessy, 2021). Purchasing decisions involve a series of steps starting from recognizing needs, recognizing information, evaluating alternatives, to the final decision to purchase, and post-purchase behavior (Thao, 2021). There are various factors that influence this process, including psychological, price, socio-cultural, and situational factors (Ivanov et al., 2021).

Purchasing decisions not only include the physical act of buying, but also involve complex emotional and cognitive considerations (Soomro et al., 2023). Consumers who make decisions to make purchases will consider various factors, such as price, product quality, brand image, and the focus of this study is taste.

Based on the descriptions above, it can be seen that taste plays an important role in consumer purchasing decisions. This is supported by several studies that show that taste has a significant influence on consumer purchasing decisions. Research (Rilza Yusifa Wanda & Nurainun, 2023), shows that the taste of food has a positive and significant influence on consumer decisions to buy food at Chicken Restaurants in Medan. Likewise, (Putra et al., 2023), revealed that taste has a significant influence among several variables that influence consumer decisions to buy Mie Sedap Korean Spicy. (Purba & Pudjoprastyono, 2024), strengthens the above opinion by concluding that taste has a positive and significant influence on purchasing decisions for instant Sarimi. Thus, the first hypothesis in this study is:

H1: Taste has a positive and significant influence on purchasing decisions.

The Relationship of Taglines to Purchasing Decisions

A tagline is a short phrase designed to create a strong and memorable impression about a brand, product, or service (Ilhamsyah & Herlina, 2019). Taglines function as a communication tool that conveys the core values of a brand to consumers (Tauqir, 2021). An effective tagline can create a clear brand identity and differentiate a product from competitors (Ward et al., 2019). Thus, taglines not only function as marketing tools, but also as a representation of the company's vision and mission. In the context of marketing, taglines are often used in advertisements, product packaging, and various other promotional materials. An attractive and relevant tagline plays an important role in influencing consumer perceptions of the value and benefits of a product, thus influencing the alternative evaluation stage in the purchasing decision-making process (Tur & Pratishara, 2018). Several research results show that an effective tagline can improve consumer purchasing decisions. Research (Batubara et al., 2021), states that taglines partially influence the purchasing decisions of Shoope users in Medan. Research (Erpurini et al., 2022) also provides results that are not much different, namely that purchasing decisions are influenced by taglines partially or simultaneously on Shoope users. In line with the two opinions above, (Hellyani et al., 2024), emphasizes that taglines simultaneously influence purchasing decisions for Lemonilo Korean Spicy in the Malang area. The various descriptions above underlie the formation of the second hypothesis in this study, namely:

H2: Taglines have a positive and significant influence on purchasing decisions.

The Relationship Between Tagline and Brand Awareness

Taglines can be used to help communicate the differences between a company and its competitors (Freeman, 2005; Nurani & Harared, 2017), and can increase brand awareness (Lastri, Nabilah; Zuwina, 2021). An effective tagline can increase brand awareness by making it easier for consumers to remember the brand and distinguish it from other brands. In addition, taglines that are able to convey product benefits clearly also have an impact on brand loyalty (Gaikwad & Kumar, 2023), which is a consumer habit of consistently choosing and buying the same brand over a long period of time (Catatanessy, 2025). Thus, a short, clear, and consistent tagline can help increase brand awareness while building a strong brand identity.

Brand awareness is the ability of consumers to recognize or remember that a brand is a member of a particular product category (Jenni et al., 2017; Tabelessy et al., 2022). Overall, the relationship between taglines and brand awareness lies in the power of taglines to create quality recognition in the minds of consumers. Several studies have confirmed this relationship, including by (Mistianingrum et al., 2022), through the results of their research stating that the tagline has a positive and significant impact on brand awareness of Mie Sedap at Hypermart Lippo Plaza Sidoarjo. In line with previous research, (Sukma & Rivaldo, 2022) confirmed that the tagline has a positive and

significant effect on brand awareness on the Invoice Paper application. ID. Contrary to these two opinions, (Miranda, Maharani; Siti Ning, 2024) confirmed that the tagline does not have a significant impact on brand awareness of Tokopedia consumers in Jakarta City. In accordance with the theory and previous research that have been described previously, the third hypothesis in this study is:

H3: Tagline has a positive and significant effect on brand awareness.

Relationship Between Brand Awareness and Purchasing Decisions

Brand awareness plays an important role in influencing consumer purchasing decisions (Kumaresan & Samydess, 2024). When consumers have high awareness of a brand, they tend to associate it with quality and trust. Well-known brands are often reliable, so consumers feel more comfortable choosing the product over other brands. Consumers who have experience with a known brand are more likely to make a purchase decision. Positive and effective interactions, one of which is through an attractive tagline, can further increase brand awareness which in turn strengthens the purchase decision. Several research results show that brand awareness is one of the predictors of purchasing decisions, including by (Zhao et al., 2022) which ensures that brand awareness has a positive and significant impact on purchasing decisions. In line with this opinion, (Hameed et al., 2023), confirms that brand awareness is one of the factors that can increase purchasing decisions. However, previous research by (Pasha & Hadibrata, 2019), emphasized that brand awareness is not a determining factor influencing purchasing decisions. Based on the above explanation, the fourth hypothesis in this study is:

H4: Brand awareness has a positive and significant influence on purchasing decisions.

In this study, there is a relationship between variables that will influence each other. The following diagram will provide an overview of the conceptual framework to provide a brief explanation of the hypothesis in this study.

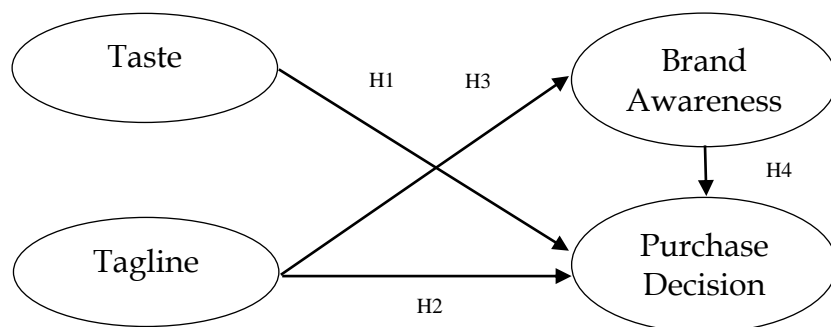


Figure 1. Research Concept Framework

METHODOLOGY

Types of Research

This type of research is descriptive quantitative research that aims to describe and analyze the relationship between variables (Ghanad, 2023), which in this study relates to consumer behavior in choosing bottled drinking water products, especially Le Minerale consumers. This study will also test the structural model that influences Le Minerale purchasing decisions.

Samples and Data Collection

The sample in this study was taken using purposive sampling, consisting of consumers who use Le Minerale in a certain period. The minimum sample size in this study was determined using the Daniel Soper calculator (Soper, 2025), as many as 116 respondents. It is expected that the number of respondents that have been determined will provide a representative picture of Le Minerale purchasing decisions. Data collection was carried out using a questionnaire distributed to consumers who met the sample criteria. This questionnaire was designed to measure the variables in this study, namely taste, tagline, brand awareness, and purchasing decisions.

Research Instruments

The instruments in this study were measured using a Likert scale of 1-5 (1=Strongly Disagree to 5=Strongly Agree). All variables studied were measured using indicators sourced from previous studies, then adjusted to the context of this study, namely: taste (TS) with indicators adapted from (Azizah & Hadi, 2020), tagline (TL) with indicators adapted from (Hellyani et al., 2024), and brand awareness (BA) with indicators adapted from (Dabbous & Barakat, 2020), as well as purchasing decisions (PD) with indicators adapted from (Catatanessy, 2024b).

Data Analysis Techniques

The collected data will be analyzed using the Structural Equation Modeling Generalized Structured Component Analysis (SEM-GSCA) method. This method was chosen because it allows researchers to test more complex models with many latent variables and indicators (Jung et al., 2018), test various relationships between variables, and can assess the suitability of the model (Pattiruhu, Jozef R; Tabelessy, 2024). The assessment of model suitability in SEM-GSCA is carried out by considering the values of FIT, AFIT, Goodness of Fit Index (GFI), or Standardized Root Mean Square Residual (SRMR), in accordance with the guidelines set by (Cho et al., 2020). Data analysis was carried out with the help of the GeSCA Web application ver. 1.5 (Hwang, H., Jung, K., & Kim, 2019), which was chosen because this application is very flexible in analyzing SEM data. The results of data processing with this application will provide an overview of the relationship between variables that influence consumer purchasing decisions on Le Minerale products.

RESULT AND DISCUSSION

Respondent Characteristics

The analysis of respondent characteristics in this study shows that the majority of relevant respondents consist of 116 consumers aged between 16 and

25 years, with a more dominant proportion of women. Most respondents are students, which reflects the tendency to consume Le Minerale bottled drinking water products among young people. In addition, the data shows that most respondents have an income of less than IDR 2,000,000. With these respondent characteristics, it provides important insights to determine the market segment of Le Minerale products.

Model Fit Evaluation

Before discussing the results of the model evaluation, it is important to understand that the model fit test aims to assess how effective the model developed in this study is:

Table 1. SEM-GSCA Model Fit Evaluation

Criteria	Measure	Std. Error	95%CI_LB	95%CI_UB
FIT	0,6807	0,0216	0,6329	0,7192
AFIT	0,6743	0,0221	0,6256	0,7136
GFI	0,9649	0,0051	0,9563	0,9761

Source: GeSCA Output, 2025

Table 1 presents the results of the model fit evaluation, with the following explanation: the FIT value (0.6807) indicates that the model has a good fit with the data, while the AFIT value (0.6734), is an alternative value for FIT, which also shows a good fit but is slightly lower than FIT. With a total of 116 consumer respondents, the guideline for GFI is ≥ 0.93 for the model to be considered appropriate (Hwang et al., 2024). The GFI value (0.9649), which indicates that the model is very suitable for the data (fit) because the value is close to 1 ($0.9649 > 0.93$).

Evaluation of Measurement Model

Before the results of the reliability and validity tests are discussed, it is important to understand that the quality of the measurement of the variables in this research model is guaranteed through this test. The extent to which the variables in this study are reliable and valid will be described in the following two tables:

Table 2. Reliability and Convergent Validity Testing

Variable	Cronbach's Alpha	Average Variance Extracted (AVE)
TS	0,8603	0,7816
TL	0,8122	0,7268
BA	0,8988	0,7681
PD	0,9269	0,7807

Sumber: Output GeSCA, 2025

Good reliability criteria are determined by the Cronbach's Alpha value which is in the range of ≥ 0.7 to ≤ 0.95 (Hwang et al., 2024) and convergent validity is assessed through the Average Variance Extracted (AVE) which must be ≥ 0.50 (Hwang et al., 2024). According to the data in table 2, overall, all variables in the table show good internal consistency (Cronbach's Alpha value),

as well as good convergent validity (AVE value). This means that the model developed in this study has good data quality and is reliable.

Table 3. Results of Discriminant Validity Testing

TS	1			
TL	0,6899	1		
BA	0,7578	0,8023	1	
PD	0,8191	0,7754	0,8282	1

Source: GeSCA Output, 2025

Discriminant validity testing uses the Hetero-Trait Mono-Trait (HTMT) ratio with a value <0.90 (Hwang et al., 2024). Based on table 3, it can be concluded that all variables show adequate discriminant validity, because they have met the established standards.

Structural Model Evaluation

Before evaluating the structural model, the results of data processing obtained from the GeSCA Web application version 1.5 will be displayed first in the form of a structural model, as follows:

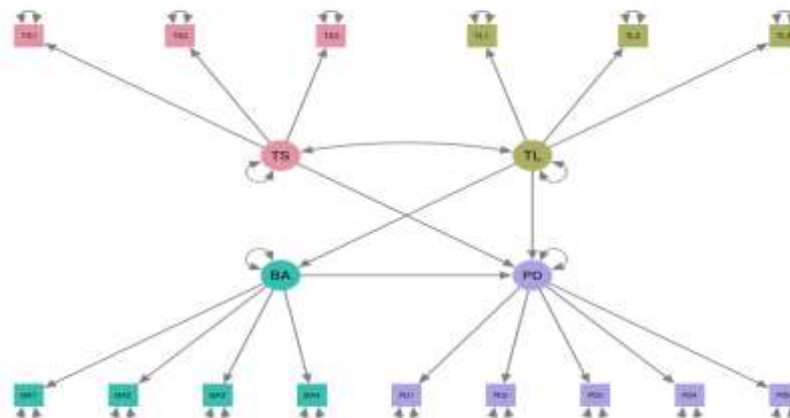


Figure 2. Structural Model

To better understand the research results obtained from data processing, a table of R-Square values is presented which shows how much variation in each variable can be explained by other variables.

Table 4. R-Square Test Results

Variable	R-Square
Brand Awareness	0,6473
Purchase Decision	0,7881

Source: GeSCA Output, 2025

Table 4 shows the results of the R-Square test, which shows that the R-Square value of 0.6473 indicates that around 64.73% of the variation in the brand awareness variable can be explained by the tagline variable modeled. While the R-Square value of 0.7881 indicates that around 78.81% of the variation

in the purchasing decision variable can be explained by the taste, tagline, and brand awareness variables. This indicates that, in this study, the variables that influence purchasing decisions are more complex than the variables that influence brand awareness. Furthermore, the table of path coefficient test results for each relationship between variables will be presented. The results obtained show strong evidence of the significance of the relationship between variables in this research model.

Table 5. Results of Path Coefficient Analysis

Hypothesis	Estimate	Std. Error	95%CI_LB	95%CI_UB	Noted
PD ~ TS	0,4079	0,0742	0,2606	0,5528	Accepted
BA ~ TL	0,8023	0,0374	0,7321	0,8726	Accepted
PD ~ TL	0,2176	0,1004	0,0355	0,4240	Accepted
PD ~ BA	0,3445	0,0948	0,1421	0,5283	Accepted

Source: GeSCA Output, 2025

The results of the path coefficient analysis in table 5 show that all tested hypotheses have a significant influence on the observed variables. First, there is a positive and significant influence of taste on purchasing decisions (coefficient 0.479). Second, the tagline shows a strong influence on brand awareness (coefficient 0.8023). Third, the tagline also has a positive influence on purchasing decisions (coefficient 0.2176), and fourth, brand awareness has a significant influence on purchasing decisions (coefficient 0.3445). All these results indicate that the relationship between variables in this research model is statistically significant.

The Influence of Taste on Purchasing Decisions

Data processing with the GeSCA Web application provides results that taste has a positive and significant influence on purchasing decisions, especially in the context of Le Minerale bottled drinking water products. In this case, taste is one of the main factors considered by consumers when choosing bottled drinking water. Although it seems simple, the taste of drinking water functions as a major determinant for consumers in the process of making purchasing decisions. When consumers choose bottled drinking water, they tend to look for fresh and natural flavors. Le Minerale, which is known for its refreshing taste, is an attractive and satisfying choice for consumers. This good taste not only influences current purchasing decisions but can also have long-term impacts. Consumers who are satisfied with the taste of Le Minerale will tend to build a positive relationship with the brand, which has an impact on future repurchase decisions. The results of this study are supported by previous studies from (Rilza Yusifa Wanda & Nurainun, 2023), (Putra et al., 2023), and (Purba & Pudjopraystyo, 2024).

The Influence of Taglines on Purchasing Decisions

Data processing with the GeSCA Web application provides results that the tagline has a positive and significant influence on purchasing decisions, by effectively creating emotional appeal and product value. The tagline "Ada Manis-Manisnya", evokes positive emotions and makes consumers feel

connected to the Le Minerale brand. In addition, the tagline is able to explain the benefits of the product quickly, so that consumers feel confident in choosing it. By understanding the value offered by the tagline, consumers are more likely to make a purchase. In addition, Le Minerale's unique and attractive tagline helps this product differentiate itself from competitors in a competitive market. In situations where consumers are faced with many choices, Le Minerale's prominent tagline can make the product easier to remember and even choose by consumers. Thus, the Le Minerale tagline designed by the company is considered effective, relevant, and attractive by consumers which ultimately influences purchasing decisions. The results of this study are supported by previous studies from (Batubara et al., 2021), (Erpurini et al., 2022), and (Hellyani et al., 2024).

The Influence of Taglines on Brand Awareness

Data processing with the GeSCA Web application provides results that the tagline has a positive and significant influence on brand awareness, especially in relation to how consumers remember and associate the Le Minerale brand with certain values. The tagline "Ada Manis-Manisnya" has been designed to create a strong memory, so that consumers can more easily remember the brand when they are in the Purchasing Decision process. The tagline "Ada Manis-Manisnya" is considered interesting so that it helps in brand recognition and forms a positive image that sticks in the minds of consumers. Thus, the tagline not only functions as a means of communication, but as a link between the brand and consumers, increasing brand awareness, and building deeper emotional relationships. The results of this study are supported by previous studies from (Mistianingrum et al., 2022) and (Sukma & Rivaldo, 2022), but refute research from (Miranda, Maharani; Siti Ning, 2024).

The Influence of Brand Awareness on Purchasing Decisions

Data processing with the GeSCA Web application provides results that brand awareness has a positive and significant influence on purchasing decisions. This indicates that brand awareness is a key factor influencing purchasing decisions for Le Minerale products. When consumers recognize and remember a brand, they are more likely to choose products from that brand compared to competing brands. High brand awareness creates a positive perception and trust, so that consumers are more comfortable in making purchasing decisions. Well-known brands are associated with quality and value, so consumers feel that they have made the right choice. In today's competitive market, high brand awareness can increase competitive advantage. Thus, Le Minerale has succeeded in building and maintaining strong brand awareness so that it can influence purchasing decisions. The results of this study are supported by previous studies from (Zhao et al., 2022) and (Hameed et al., 2023), but refute research from (Pasha & Hadibrata, 2019).

CONCLUSIONS AND RECOMMENDATIONS

This study provides results that taste has a positive and significant influence on purchasing decisions, taglines also have a positive and significant influence on purchasing decisions for Le Minerale bottled drinking water products in Ambon City. Refreshing and unique tastes are important factors that consumers consider when choosing this product. While the tagline "Ada Manis-Manisnya" is very effective in the purchasing decision-making process while increasing brand awareness. In addition, brand awareness has also been shown to play an important role in influencing purchasing decisions, where consumers who are aware of the existence of the brand tend to choose Le Minerale products compared to other brands. Thus, companies are advised to innovate related to Le Minerale products, both in terms of taste and packaging, and must continue to strengthen their taglines through broader marketing campaigns.

FURTHER RESEARCH

This study did not consider other variables that also influence purchasing decisions. Therefore, for further research, it is recommended to add analysis of price and promotion variables to purchasing decisions, as well as explore the relationship between taste and brand awareness in more depth.

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