

THE INFLUENCE OF BRAND IMAGE ON PURCHASING INTEREST IN PACKAGED DRINKING WATER (AMDK) KH-Q PRODUCTS WITH PRODUCT QUALITY AS A MODERATING VARIABLE

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Abstract

Bottled Drinking Water Companies (AMDK) are currently experiencing an increase due to people's dependence on AMDK and making a high level of competition in the market. Because of this, many bottled water company have emerged and competed in the bottled water market. One of the companies that produces bottled water is PT Buya Barokah Kudus with the Kh-Q brand. This product, which is known as a drinking water product with the blessing of the Khataman Al-Qur'an, makes Kh-Q products unique from other AMDK products, so that a brand image or perception is formed in the minds of consumers. Kh-Q also always pays attention to the quality of its products, which is important for AMDK companies to survive in the AMDK market competition. This study aims to determine the effect of brand image and product quality on purchase intention in Kh-Q brand bottled drinking water (AMDK) in Kudus Regency. The sample in this study were 150 respondents, using purposive sampling technique, the data obtained were then analyzed using multiple linear regression analysis methods using the SPSS 25 application: 1) brand image has a positive and significant effect on purchase intention; 2) Product quality has a positive and significant effect on purchases intention; 3) The interaction between brand image and product quality can moderate the effect of brand image on purchase intention.

Keywords: Purchase Intention, Brand Image, Product Quality

INTRODUCTION

The increasing demand for Bottled Drinking Water (AMDK) has made it an integral part of people's lifestyle, leading to the rapid development of the industry and intense market competition. Companies are required to understand consumer needs and market opportunities to attract purchase intentions amidst many competing brands. According to Aspadin, the consumption of bottled water was expected to grow by 4% in 2023, reaching over 30 billion liters by the end of the year. Asparminas also noted that the industry includes more than 1,200 businesses with over 2,100 brands, reflecting a fiercely competitive environment. In Java, bottled water consumption reached a peak of 14%, making it a highly strategic market. One brand that has successfully entered this competitive industry is Kh-Q by PT. Buya Barokah Kudus. The company utilizes water from Mount Muria and uniquely incorporates a spiritual value by reciting the entire Qur'an (30 Juz) during its production. This innovation appeals particularly to Muslim consumers and positions Kh-Q as a spiritually enriched product with growing distribution in Central, East, and West Java. The product has SNI certification and BPOM approval, ensuring its quality. According to a preliminary survey, consumers choose Kh-Q because of its religious value and trust in the brand's spiritual origin. However, 33% of respondents still reported complaints about product quality, including taste, packaging, and odor. Additionally, some raised concerns about service and delivery. Despite these issues, the brand's image and religious background—especially its association with KH. M. Arwani Amin Sa'id—generate high trust among consumers in Kudus. Prior studies show varying results regarding the effect of brand image, product quality on purchase intention. While some found

significant positive relationships, others did not. This study aims to re-examine those relationships by focusing on Kh-Q consumers in Kudus Regency. Specifically, the research aims to analyze the influence of brand image and product quality on consumer purchase intention. The novelty of this research lies in evaluating the impact of religious value-driven branding combined with quality on consumer behavior in a specific regional market. The results are expected to contribute theoretically to marketing management knowledge, especially on consumer behavior regarding religious-based products. Practically, this study will help PT. Buya Barokah Kudus improve its product strategy, provide consumers with deeper insight into the factors influencing their buying decisions, and support future research.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

1. Purchase Interest

Purchase interest is an important part of consumer behavior that reflects a person's desire to buy a product based on their interests and perceived needs. According to Murty & Khasanah (2020), purchase interest is a psychological tendency of consumers in responding to a product followed by a desire to actually own or buy the product. This interest is formed from the interaction between internal factors, such as needs and attitudes, and external factors, such as promotions and product quality.

In the context of marketing, purchase interest is an important indicator that reflects the success of a company's strategy in attracting consumers' attention. If the company succeeds in creating strong interest, then the consumer's desire to make a real purchase will emerge. This is in line with the opinion of Juniarta & Prawitasari (2024), that purchase interest can be interpreted as an affective response that shows consumer preferences for certain products that can lead to purchasing decisions.

Purchase interest is also influenced by perceptions of product quality, trust in the brand, and the effectiveness of promotions. Consumers who have high purchasing interest not only intend to buy a product, but also tend to look for additional information, compare it with other products, and recommend it to others if their purchasing experience is positive (Pertiwi, 2023).

Factors Influencing Purchase Intention

According to research by Hermawan, D. J. (2021), there are several key factors that shape consumer purchasing interest. First, product appearance plays a crucial role in attracting consumers visually. Attractive design, along with innovations in color, shape, and packaging, can create a unique appeal that encourages consumers to buy. Second, product price is a major consideration in the consumer decision-making process. When the price is perceived as appropriate for the quality offered, consumers are more likely to show interest in purchasing. Third, an effective promotional strategy strengthens consumer memory of the product, builds trust, and creates a sense of urgency or curiosity to try or buy the product. Lastly, brand reputation significantly influences purchasing interest. A brand with a positive image is more likely to be trusted by consumers, as it is perceived to offer greater value compared to competitors. These four factors interact to form a positive perception of the product, ultimately influencing consumers' buying decisions.

Indicators of Purchase Intention

In this study, the measurement of purchase interest is based on the indicators developed by Rahmawati, R. (2022), which include four key dimensions. The first is transactional interest, referring to a strong desire from consumers to make a purchase in the near future. Second, referential interest reflects the consumer's willingness to recommend the product to others, usually as a result of their satisfaction with it. Third, preferential interest indicates a consumer's consistent preference for a particular brand or product over other available alternatives. Fourth, explorative interest refers to the consumer's active effort to seek more information about the product—such as reading reviews, testimonials, or user experiences—before deciding to purchase. Overall, purchase interest represents the consumer's attraction that stems from positive perceptions of the product, including

its quality, brand image, and promotional efforts. In the context of this research, purchase interest is treated as the dependent variable, influenced by brand image and moderated by product quality. A high level of purchase interest serves as an indicator of a successful marketing strategy, particularly in building a strong and positive perception of the bottled drinking water (AMDK) product under study.

2. Brand image

Brand image is important in the world of marketing because it can create a positive perception of a product or service in the minds of consumers. According to Sari & Wahjoedi (2022), brand image is a collection of consumer perceptions of a brand based on various sources of information they receive, both from personal experience, promotions, and other people's opinions. This image is formed over time and greatly determines how consumers perceive the superiority and quality of the brand.

Hasan (2024) state that brand image is how a brand is embedded in the minds of consumers, both through usage experience and through marketing messages delivered. A positive brand image can increase consumer trust, encourage purchasing interest, and create long-term loyalty.

Brand image can act as a strong means of differentiating one product from another, especially in a highly competitive market such as bottled drinking water (AMDK) products. Products with homogeneous characteristics rely heavily on brand strength to differentiate themselves from competitors. Therefore, building a positive brand image is one of the company's key strategies to attract and retain consumers (Muntari et al., 2024).

Aspects that influence brand image

According to research by Muntari et al., (2024), several main factors that influence the formation of brand image include:

- 1) Product Quality : Products produced with quality materials and through a thorough process will create a good perception of quality in the minds of consumers, which ultimately strengthens the brand image.
- 2) Consumer Trust : Trust is formed from brand consistency in fulfilling promises to consumers. Products that are proven to be useful and not disappointing will foster consumer trust, which in turn strengthens the brand image.
- 3) Product Usefulness or Benefits : Products that have high utility value, are needed in everyday life, and facilitate consumer activities will more easily create positive associations with their brands.
- 4) Service : Fast, friendly, and professional service is one of the important experiences that influences consumer perception of a brand. Good service will create satisfaction that leads to a positive brand image.
- 5) Price : Price acts as an indicator of value. Products that are considered "worth it" or appropriate for the price will create a positive impression on consumers. Consumers also find it easier to compare prices with the quality received, which affects the image.
- 6) Image or Emotional Value : Overall image is a consumer's subjective assessment of the reputation, ethics, and emotional appeal of a brand.

According to Kotler and Armstrong (2008, in Hasan, 2024), brand image measurement can be done by assessing three main dimensions:

- 1) Strength : That is, the extent to which consumers have a strong association with the brand, both based on direct experience and marketing communications.
- 2) Uniqueness : Shows the extent to which a brand has special features that distinguish it from competitors. For example: packaging design, memorable brand name, or unique service.

- 3) Favorable : Describes consumers' positive perceptions of the brand, such as the assumption that the brand has added value or an image that is consistent with expected values.

Brand image is an overall representation of various consumer perceptions of a product or company that are formed through experience, communication, and the quality of the product itself. A strong and positive brand image not only increases purchase intention but also creates long-term consumer loyalty. In the context of this study, brand image is assumed to have a significant influence on consumer purchase intention towards AMDK products, with product quality as a moderating variable that can strengthen the relationship.

3. Product Quality

Product quality is a crucial factor that determines the success of a product in the market and consumer satisfaction. According to Suhendi (2021), product quality is defined as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. This definition emphasizes that product quality includes not only functional aspects, but also consumer perceptions of the product.

In the context of modern marketing, product quality is an important element that influences consumer purchasing decisions. Research by Ramadani et al., (2024) shows that product quality has a significant influence on consumer decisions in using wood packaging material services. This indicates that products with high quality tend to be more in demand and trusted by consumers.

Approaches to Assessing Product Quality

There are several approaches used to assess product quality, including:

- 1) Transcendental Approach

This approach considers quality as something that can be recognized but is difficult to explain in detail, similar to the appreciation of art or music. Quality in this context is subjective and often depends on individual perception.

- 2) Product-Based Approach

This approach assesses quality based on specific characteristics or attributes that the product has. For example, additional features or certain innovations that differentiate the product from its competitors.

- 3) User-Based Approach

In this approach, quality is determined by the extent to which the product meets consumer needs and preferences. Quality is considered high if the product provides maximum satisfaction to the user.

- 4) Manufacturing-Based Approach

This approach focuses on the conformity of the product to the specifications that have been set during the production process. Quality is measured based on consistency and accuracy in product manufacturing.

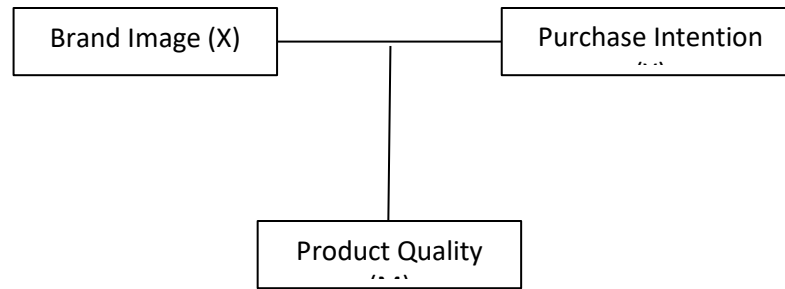
- 5) Value-Based Approach

This approach assesses quality based on a comparison between the benefits obtained by consumers and the price paid. A product is considered quality if it provides value that is equivalent to or higher than the costs incurred by consumers.

Product Quality Measurement Indicators

Suhendi (2021) identified several main indicators in measuring product quality, namely:

- 1) Performance : The level at which the product performs its main function. For example, computer speed or vehicle fuel efficiency.
- 2) Features : Additional characteristics that increase the appeal of a product, such as safety features on a car or additional applications on a smartphone.



- 3) Reliability : The ability of a product to function consistently without failure over a period of time.
- 4) Conformance to Specifications : The extent to which a product meets predetermined standards or specifications.
- 5) Durability : The life of a product before it experiences a decline in function or quality, reflects the economic life of the product.
- 6) Serviceability : The ease and speed of repairing a product if it is damaged, including the availability of spare parts and after-sales service.
- 7) Aesthetics : The visual and sensory aspects of a product, such as design, color, and shape that influence consumer appeal.
- 8) Perceived Quality : Consumer perception of product quality based on brand reputation, advertising, and previous experiences.

The Importance of Product Quality in Consumer Satisfaction

Superior product quality plays an important role in building consumer satisfaction and loyalty. Research by Azhar & Rasyid (2023) shows that product quality and product innovation significantly influence consumer decisions in using wood packaging material services. Good product quality not only meets consumer expectations but also encourages them to make repeat purchases and recommend products to others.

In addition, in an era of tight business competition, companies are required to continue to improve product quality in order to maintain market share and meet increasingly high consumer expectations. Product quality improvement strategies must be supported by a deep understanding of consumer needs and preferences, as well as continuous innovation in the production process and product development.

H1: Brand image has a positive and significant effect on purchase intention

H2: Product quality has a positive and significant effect on purchase intention.

H3: The interaction between brand image and product quality can moderate the effect of brand image on purchase intention.

Framework of Thinking

By looking at the relationship between transformational leadership and organizational culture on the performance of the organization, a research thinking model can be described as in Figure 1.

RESEARCH METHODS

This study adopts a quantitative research approach using a survey method. The research is explanatory in nature, aiming to explain the causal relationship between variables, particularly how brand image, product quality, and brand trust influence purchase intention of KH-Q bottled drinking

water. The research was conducted by distributing questionnaires to respondents who meet specific criteria relevant to the research objectives.

According to Sugiyono (2013), population refers to a region or group of individuals/objects that possess specific characteristics and attributes identified by the researcher for drawing conclusions. The population in this study comprises consumers of KH-Q bottled drinking water in Kudus Regency. The sampling technique employed is non-probability sampling using a purposive sampling strategy due to the unknown total population size. This method involves selecting respondents based on specific criteria relevant to the research purpose. The sample size is determined using the item-to-response ratio, specifically 6 times the number of questionnaire items, as suggested by Wanita et al. (2018). With 25 items in the questionnaire, the required sample is 150 respondents. The criteria for selecting respondents are: Consumers of drinking water, Aged at least 17 years old.

According to Memon, M. A., Ting, H., Cheah, J. H., Ramayah, T., Chuah, F., & Cham, T. H. (2020), the minimum sample size is six times the number of questionnaire items. With 25 items, the minimum required sample size is 150 respondents. The study uses quantitative data, emphasizing objectivity, measurability, and systematization. The data sources are, primary data Collected directly through a structured questionnaire distributed via online forms to respondents who meet the sampling criteria. The questionnaire is designed to measure consumer purchase intention based on brand image, product quality, and brand trust, And secondary data Obtained from relevant journals, scientific articles, books, and case studies to support the primary data and enrich theoretical understanding.

Instrument Development

The research instrument uses a Likert scale to measure respondents' attitudes, ranging from "Strongly Disagree" to "Strongly Agree" with scores from 1 to 5. The indicators for each variable are adapted from previous validated studies as follows:

1. Brand Image (X): Strength, Uniqueness, Superiority
2. Product Quality (M): Performance, Reliability, Features, Durability, Aesthetic, Perceived Quality, Serviceability
3. Purchase Intention (Y): Explorative behavior, Purchase interest

The questionnaire was pre-tested for validity and reliability using SPSS 25 software before full deployment.

RESULTS AND DISCUSSION

Table 1. Results Test Validity

Variables	Indicator	R count	R table	Results
Brand Image	X1	0.785	0.159	Valid
	X2	0.816	0.159	Valid
	X3	0.818	0.159	Valid
	Y1	0.681	0.159	Valid
	Y2	0.697	0.159	Valid
	Y3	0.699	0.159	Valid
Purchase Intention	Y4	0.681	0.159	Valid
	Y5	0.721	0.159	Valid
	Y6	0.686	0.159	Valid
	Y7	0.714	0.159	Valid
	Y8	0.675	0.159	Valid

	M1	0.620	0.159	Valid
	M2	0.660	0.159	Valid
	M3	0.624	0.159	Valid
Product	M4	0.710	0.159	Valid
Quality	M 5	0.598	0.159	Valid
	M 6	0.661	0.159	Valid
	M 7	0.680	0.159	Valid
	M 8	0.648	0.159	Valid

Source: Data The primer that Processed 2025

Based on testing using SPSS 25 on each research variable, namely image brand (X), Purchase interest (Y), product quality (M). M has a value greater than R table with N = 150 and a significance level of 5% on the distribution of the R value of the statistical table, a value of 0.159 was obtained so that each variable tested was declared valid.

Table 2. Results Test Reliability

Variables	Cronbach's Alpha	Role of Thumbs up	Results
Brand Image	0.730	0.070	Reliable
Quality Product	0.508	0.070	Reliable
Purchase Intention	0.483	0.070	Reliable

Looking at table 2 of the reliability test results, the research variables are declared reliable. Variables are declared reliable when they get an alpha coefficient value > 0.70. In all research variables, it is stated that Cronbach Alpha for each variable > 0.70 so the results of the reliability test are declared reliable.

Table 3. Results Test Regression Linear Multiple

Model		Unstandardized Coefficients		Standardized Coefficients		t	sig
		B	Std. Error	Beta			
1	(Constant)	0,595	2,227			0,267	0,025
	Brand image	0,250	0,116	0,122		2,154	0,033
	Quality product	0,165	0,073	0,150		2,254	0,026
	Interaction	0,932	0.098	0,625		9,492	0,000

a. Dependent Variables: Interest Buy

Source: Data The primer that Processed 2025

Based on table 3 image brand (X) β value of 0,1222, product quality (M) β value of 0,150 and interaction β value of 0,625. So it can be concluded with the regression equation is:

$$Y = 0,122 X + 0,150 M + 0,625 (X*M) + e$$

Table 4. t-test

The t-test is conducted to test the significance of the influence of each independent variable on the dependent variable partially. The test is conducted using SPSS assistance with the following provisions:

- If the significance value (*Sig.*) < 0.05 → H_0 is rejected and H_a is accepted (significant effect).
 - If the significance value (*Sig.*) > 0.05 → H_0 is accepted and H_a is rejected (not significant).
1. The Influence of Brand Image (X) on Purchase Interest (Y)
 - H_{01} : Brand image does not have a significant effect on purchasing interest.
 - H_{a1} : Brand image has a significant influence on purchasing interest.

Based on the results of the moderation regression, the calculated t value = 2.154 with *Sig.* = 0.033, and compared to the t table (1.976460). Because the calculated $t > t$ table (2.154 > 1.976460) and *Sig.* < 0.05 (0.033 < 0.05), then H_0 is rejected and H_a is accepted . This means that brand image has a positive and significant effect on purchasing interest.

2. The Influence of Product Quality (M) on Purchase Interest (Y)
 - H_{02} : Product quality does not have a significant effect on purchasing interest.
 - H_{a2} : Product quality has a significant effect on purchasing interest.

The results of the analysis show that the t count value = 2.254 with *Sig.* = 0.026. Because t count > t table (2.254 > 1.976460) and *Sig.* < 0.05 (0.026 < 0.05), then H_0 is rejected and H_a is accepted . This means that product quality has a positive and significant effect on purchasing interest.

3. The Influence of Brand Image * Product Quality ($X*M$) Interaction on Purchase Interest (Moderation)
 - H_{03} : The interaction between brand image and product quality does not moderate the influence of brand image on purchase intention.
 - H_{a3} : The interaction between brand image and product quality moderates the influence of brand image on purchase intention.

The interaction term between brand image and product quality yielded a t-value of 9.492 with a significance level (*Sig.*) of 0.000. Since the interaction coefficient is positive and the t-value exceeds the critical value from the t-table (9.492 > 1.976460), with *Sig.* < 0.05 (0.000 < 0.05), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that product quality significantly moderates the relationship between brand image and purchase intention in a positive direction, indicating that higher perceived product quality strengthens the influence of brand image on consumer purchase intention.

Table 5. Results Test F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Aqua	F	Sig.
1	Regression	1538.867	3	512.956	75.716	0.000 ^b
	Residual	989.107	146	6.775		
	Total	2527.973	149			

Source: Data The primer that Processed 2025

Based on results table 8 in on to expose mark significant brand image (X), product quality (M) and interaction ($X*M$) jointly influence purchasing interest (Y) positively and significantly $0.000 < 0.05$ and by comparing the calculated F value $> F$ table then it can be seen that the formulated model is correct, here is the formula to find F table

Validity and Reliability Test Results

Before performing hypothesis testing, instrument testing was conducted to ensure that the research items used in the questionnaire were valid and reliable. The validity test was carried out using Pearson's Product Moment correlation, involving 150 respondents. Based on the results presented in Table 1, all item indicators for the variables of Brand Image (X), Purchase Intention (Y), and Product Quality (M) showed correlation coefficients (r -count) greater than the r -table value of 0.159. For instance, the three indicators of Brand Image (X_1 , X_2 , and X_3) had r -counts of 0.730, 0.508, and 0.483, respectively, which are all well above the threshold. Similarly, the eight indicators of Purchase Intention had r -counts ranging from 0,483 to 0,730, and all eight indicators of Product Quality scored above the minimum requirement. These results indicate that each questionnaire item is valid and can be used to measure the intended variables.

Reliability testing was performed using Cronbach's Alpha to determine the consistency of the instruments. The results, as shown in Table 2, indicate that all three research variables are reliable, as each variable had an alpha value greater than 0.70. Specifically, Brand Image scored 0.730, Product Quality scored 0.508, and Purchase Intention scored 0.483. These findings demonstrate that the instruments used to measure each construct in this research consistently reflect the respondents' perceptions, and thus the data collected can be trusted for further analysis.

Multiple Linear Regression Analysis

To examine the influence of the independent variable (Brand Image), the moderating variable (Product Quality), and their interaction on the dependent variable (Purchase Intention), a moderated regression analysis (MRA) was conducted using SPSS version 25. The resulting regression model can be expressed as follows:

$$Y = 0,122 X + 0,150 M + 0,625 (X*M) + e$$

This regression equation shows that the Brand Image variable has a positive coefficient (0,122), indicating that when brand image increases, purchase intention also increases. Similarly, Product Quality also has a positive coefficient (0,150), indicating that better product quality directly leads to stronger purchase intention. Impressively, the interaction term ($X*M$) has a positive coefficient (0,625), implying that product quality positively moderates the relationship between brand image and purchase intention. When product quality is perceived as high, the direct impact of brand image on consumer purchase intention becomes stronger. This is a significant finding, indicating a reinforcing effect of high product quality on the strength of brand-driven purchasing behavior.

Partial Test (t-test) Results

The significance of each independent and moderating variable was assessed using a t-test. The test results showed that the influence of Brand Image on Purchase Intention is statistically significant, with a t-value of 2.154 and a significance level of 0.033, which is well below the 0.05 threshold. Therefore, the first hypothesis (H_1), which states that brand image positively and significantly affects purchase intention, is accepted. This finding supports previous studies (Hasan, 2024; Muntari et al., 2024) which emphasize the critical role of brand image in forming consumer preferences and emotional connection to a product.

Likewise, Product Quality was found to have a significant positive effect on Purchase Intention, with a t-value of 2.254 and a p-value of 0.026. This confirms the second hypothesis (H_2), showing that consumers tend to express stronger purchase intentions when they perceive the product to be reliable, aesthetically appealing, and valuable in function. These results align with Suhendi (2021)

and Ramadani et al. (2024), who also noted the direct influence of product quality on consumer decision-making.

The third hypothesis (H_3) tested the moderating effect of the interaction between brand image and product quality on purchase intention. The results revealed a t-value of 9.492 with a significance level of 0.000. Even though the interaction effect was statistically significant and the coefficient was positive, this indicates that product quality does moderate the influence of brand image on purchase intention—in a strengthening manner. This means that consumers who perceive the product to have high quality are even more likely to be influenced by brand image when making purchase decisions. This finding offers an important insight for companies: building a strong brand image becomes even more impactful when accompanied by excellent product quality.

Simultaneous Test (F-test) Results

The F-test was performed to evaluate the joint effect of the independent variable (Brand Image), moderating variable (Product Quality), and the interaction variable (Brand Image * Product Quality) on the dependent variable (Purchase Intention). The results presented in Table 5 indicate an F-value of 75.716 and a significance level of 0.000, which is far below the threshold of 0.05. This confirms that the model is statistically significant and that the three predictors jointly influence consumers' purchase intentions in a meaningful way. The strong F-value supports the robustness of the model and validates the assumption that brand image, product quality, and their interaction are important components in explaining consumer behavior.

The results of this study highlight the significant role of brand image in influencing purchase intention, particularly within the bottled drinking water (AMDK) market. Consumers tend to favor brands that they perceive to have a positive, unique, and strong identity. In the case of Kh-Q, its spiritual branding and association with religious values (e.g., the recitation of the Qur'an during production) create a unique emotional appeal that contributes to a strong brand image. This aligns with the idea that intangible factors such as symbolism, trust, and emotional value can be as influential as physical product features in shaping purchase behavior.

Moreover, product quality itself remains a fundamental driver of consumer interest. Elements such as performance, design, durability, and even packaging aesthetics all contribute to the overall perception of quality. When consumers find these aspects satisfactory, they are more inclined to buy and recommend the product.

Interestingly, the study revealed that product quality moderates the relationship between brand image and purchase intention positively. This means that when consumers perceive the product to be of high quality, their response to the brand's image becomes even stronger. This is crucial for marketers to consider—while building a strong brand is important, enhancing product quality can amplify the impact of branding efforts, ultimately leading to greater consumer loyalty and purchase intention.

In summary, the findings not only confirm established marketing theories but also contribute new insights by showing how spiritual and religious branding, when paired with functional excellence, can interact in complex ways in the minds of consumers. These results are particularly relevant for marketers operating in culturally and religiously sensitive markets.

CONCLUSION

Based on the results of this study, it can be concluded that brand image has a positive and significant effect on consumer purchasing interest in Kh-Q branded bottled drinking water in Kudus Regency. A strong brand image, supported by Kh-Q's unique identity as a spiritually meaningful product that brings the blessing of completing the Qur'an and the influence of a respected religious figure, KH. M. Arwani Amin Sa'id, contributes significantly to building consumer trust and interest. The findings also show that product quality plays a moderating role in this relationship. The results show that product quality moderates the relationship between brand image and consumer purchase intention. Specifically, when consumers perceive a product to have higher quality, the influence of

brand image on purchase intention becomes weaker or product quality weakens the relationship between brand image and purchase intention. This suggests that product quality can strengthen or dampen the branding effect depending on consumer perception.

The practical implications of this study are relevant to both the company producing Kh-Q and the broader bottled drinking water industry. For the company, maintaining and strengthening brand image should include improving packaging aesthetics and offering diverse product sizes while preserving the core spiritual identity of the product. These efforts will help enhance brand recognition and consumer loyalty. Furthermore, to ensure consistent product quality, the company should optimize its storage and distribution processes—such as using enclosed box trucks—to prevent quality degradation due to sun exposure. For the bottled water industry at large, this study highlights the importance of cultivating brand trust, maintaining product quality, and leveraging positive brand associations. Collaborations with influential public figures and active consumer engagement are also key strategies for enhancing brand image and competitiveness in the market.

This research is subject to several limitations that should be considered when interpreting the findings. One of the primary limitations is its geographic focus, as the data collection was limited to Kudus Regency. This restricts the generalizability of the results to other regions that may have different cultural, economic, or consumer behavior contexts. In addition, the scope of the study was confined to two independent variables: brand image and product quality. This narrow focus may not capture other potentially influential factors such as pricing strategies, promotional efforts, or consumer perceived value, which could also shape purchase intention.

Future research should address these limitations by expanding the geographic coverage of the study to include various regions, thereby enabling a more representative and generalizable understanding of consumer behavior. It is also recommended that future studies incorporate additional independent variables such as price, promotion, and perceived value to provide a more comprehensive analysis of the factors affecting purchase intentions. Furthermore, the application of more advanced statistical techniques—such as Structural Equation Modeling (SEM) or Partial Least Squares (PLS)—would enhance the analytical depth and accuracy of future research, allowing for better modeling of complex relationships among variables.

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