

THE INFLUENCE OF ADVERTISING AND INFLUENCER IN SHAPING MINERAL WATER BRAND PURCHASE INTENTION IN JAKARTA, INDONESIA

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ABSTRACT

Mineral water is a promising business industry in Jakarta, since Jakarta is a metropolitan city in Indonesia and has big market size. Many mineral water brands have implemented several ways of advertising. Three of those through social media, traditional, and influencer marketing. However, there is unclarity framework to identify in depth the correlations between advertising implementation on consumers' purchase intention. This research aimed to obtain which type has the most influential effect. A quantitative study has been conducted, maximizing several tests from SPSS for the data gathered through online questionnaire from 222 respondents from multiple demographic variables. The results uncovered that all three variables identified had positive correlations on purchase intention, which social media advertising showed the strongest relationship. This result answers previous research mentioned there is no clear framework and clarity in identifying the more attractive advertising influences on higher purchase intention, and which type of advertising dominantly influences. Therefore, the role of integrated marketing communications is advisable to be implemented. This research can be utilized as a guide for marketing managers in creating marketing strategies, as a reference for the next researcher, and readers to enrich knowledge, especially in aspect of advertising strategies.

Keywords: Social Media Advertising; Traditional Advertising; Influencer Marketing; Purchase Intention; Mineral Water; Jakarta

INTRODUCTION

Based on World Population Review (2025), nowadays, Jakarta has 11.634.100 estimated population in 2025, which is significantly growing compared to Jakarta in 1950, that had 1.452.00 estimated population. Mineral water is a potential business industry in Indonesia, specifically in big cities in the country, which higher population growth, the growth of middle industry people and obstacle access to get clean water are some of the factors that make this industry is potential (Alatas et al., 2023).

Based on top brand Indonesia (is a national-scale independent survey that is conducted annually by involving customers directly) in Pasau and Belgiawan (2022), there are 5 mineral water brands that are commonly consumed by customers in Indonesia, the first is Aqua brand with 57.2% of market share, followed by Le Minerale with 12.5%, Ades with 6.4% of market share, Cleo with 4.2%, and Club brand with 3.8 percentage points. One of the steps that plays crucial part before purchasing, that must be enhanced by mineral water brands, is purchase intention.

The way to increase purchase intention, through advertising tools, according to Qader et al. (2022), advertising is generally known as a long-lasting influence on consumers, compared to some other marketing strategies. Companies and marketers have spent huge amounts of money continuously on advertising, in purpose to influence customers' purchase decisions (Falebita et al., 2020).

In this digital era, many companies have switched their focus on social media as a platform of advertising. According to Akayleh (2021), social media platforms have shown its advantages for companies to advertise their products. It is proved through information reaches number of people in a short span of time, that creates effectiveness in costs of advertising implementation that affects consumers' purchase intention. However, other types of advertising, including traditional advertising, are still reliable as is still implemented by mineral water brands. Traditional advertising is still utilized in reaching older demographics, who do not highly engage with digital media, and its repeated exposure is highly increasing brand awareness such as through TV and radio, even though with high costs and limited interactions (Godbilla & Kiran, 2025).

Besides that, many brands have maximized another strategy in performing their goals through influencer marketing. Influencer marketing is a strategy of a brand to hire influencers to engage with their followers using their genuine resources to leverage performances of the brands that have been planned (Leung et al., 2022). According to Leung et al. (2022) finding, that identified the effectiveness of using influencer marketing, it showed positive correlations.

Based on the researcher's findings from the previous research, there were limitations of interpretation related to how advertising implementations work maximally. It is supported by Jimenez et al. (2023) research, that mentioned there is no clear explanation, the more interactive kind of advertising will lead to better users purchase intention. Another support comes from Rausch and Kopplin (2021), stating that research still have lacks complete framework to identify purchase intention in depth.

From the changes of advertising landscape from traditional to social media, the usage of traditional advertising that is still relevant, and the new phenomenon of maximizing influencer marketing offers positive impact, pushed the researcher to identify which is the most influential in increasing purchase intention to mineral water brands, especially in tight competition and busy city as in Jakarta, Indonesia.

LITERATURE REVIEW

Purchase Intention

Purchase intention can be understood as a process of people's plan to make an action in purchasing a brand product/service (Karunaratne & Thilini, 2022). In this stage, consumers analyze and consider some aspects before making decisions to purchase or decide to cancel the purchase. The higher number of purchase interest created by customers, the greater opportunity consumers do purchase transactions, therefore, measure number of consumers' purchase intention is a crucial part to find out whether consumers will be loyal or leave the item purchased (Munawwaroh et al., 2025). Consequently, the quality and service offered by the brands must satisfy consumers, to increase the number of loyalties by the consumers to repurchase and consistency of the product and service as the key roles must be kept by the brands. According to Rausch and Kopplin (2021), there is still lack of components in investing purchase intentions. This happens, since there are variety of factors that influence people in purchasing, where the most vital pillar is consumer behavior. Research found from Komalasari et al. (2021), there is a significant correlation between brand image on purchase intentions. This indicates, brand is one of the categories considered by consumers on purchases.

Social Media Advertising

In this century, digital media including social media is massively evolving and has become a vital channel for communication, especially for marketing and advertising purposes, that offer effectiveness and economically keep in touch with customers to persuade them in purchasing (Vitalis et al., 2023).

Social media has become popular among young generations and even older generations that is brought as a platform for new marketing communications (Lou & Yuan, 2019). The value of advertising that is applied through communication media offers massive impact in the consumers' decision on making purchasing (Karunaratne & Thilini, 2022).

Nowadays, there are some most-used social media that have massive users and common platforms for brands to advertise their products or services, those are Instagram, TikTok, and YouTube. According to Vitalis et al. (2023), customers' decision-making steps for purchasing or not, are influenced by social media advertising. Research finding from Agil et al. (2022), that identified millennial consumers in Malaysia, discovered creativity, interaction, informativeness, and attractiveness from social media influence purchase intention.

H1 Social media advertising has stronger influence on purchase intention compared to traditional advertising

Traditional Advertising

According to Ren et al. (2022), traditional advertising has power to capture greater number of customers' group. People who listened to the radio performed better in noticing the brand and higher engagement that has the same performance as television advertisement (Korenkova et al., 2020). However, nowadays, since the massive growth of the internet, that produced social media as platforms for people to interact boundlessly, the role of traditional advertising tends to be replaced. Despite that, traditional advertising is still useful, even though not all the tools offer effectiveness, platforms like TV and Billboard are still impactful. Research from Korenkova et al. (2020) showed that radio (traditional advertising) performed high correlation in aspect of credibility. According to Mustafa and Al-Abdallah (2020), television's frequency is still potentially high, that is able broader scale of reach and coverage compared to others traditional advertising.

H2 Traditional Advertising has stronger influence on purchase intention compared to social media advertising.

Influencer Marketing

Nowadays, many brands have applied influencer marketing. Social media influencer is considered as one of the ways of promotion that is likely affordable, can be adapted to brands' ability starts their businesses, and both new brands to brand that have developed a business for a long period (Angraini, 2023). The goal of influencer marketing is to give the impression to consumers that can emulate influencers and enlarge a sense of close camaraderie with consumers (Sokolova & Kefi, 2020). Collaborating with influencers marketing are beneficial, especially to attract market and increase purchase intention. It is supported by Isyanto et al. (2020) finding while identifying influencer marketing and brand image factors affected purchase intention of a cosmetical brand's products, that showed positive and significant impacts of influencers' marketing contribution on purchase intention by consumers.

H3 Influencer marketing has stronger influence on purchase intention compared to social media and traditional advertising

Relevancy to Theories

This study is relevant to several theories, such as theory of reasoned action (TRA), that aims to define behavioral factors affecting consumers while seeing kinds of advertising that influence the purchase of certain mineral water brands. TRA values most of the behaviors interest to social and behavioral scientists are controlled by complete volition (self), after intention is shaped, it is estimated to initiate the behavior under proper circumstances (Sok et al., 2021).

The extension of TRA is theory of planned behavior (TPB), In the TPB theory model, behavior is covered by action, performed on targets, in certain context in a specific period or occasion (Conner, 2020). Theory of Planned Behavior is directed to three types of considerations, there are consequences of the behavior (behavioral beliefs), normative expectations of other people (normative beliefs), and presence of factors that simplify or prevent result of the behavior (control beliefs) (Bosnjak et al., 2020). The more well the attitude, subjective norm and excellent perceived control, offer better intention to execute the behavior in question (Bosnjak et al., 2020).

Other than that, there is AIDA theory. AIDA (Attention, Interest, Desire, and Action) contributes to noteworthy and positive relationships by improving consumers experience and interest, which must be interesting that can pull consumers' attention and excitedness from product or service (Manafe & Pramita, 2022). Basically, the theory identifies consumers' paths before buying product/service, which each process has psychological differences state and requires variety communication ways to attract consumers into purchase decision steps (Lee, 2025).

RESEARCH METHOD

This research implemented positivism research philosophy, that needs highly structured data collection techniques, which all respondents are needed by asking the same questions that come from observable and measurable facts in numbers. A quantitative study was applied, which was based on Saunders et al. (2023), quantitative research identified correlation between variables, which are gathered through numerical measurement, standard manner, and applicate a range of graphical and statistical techniques.

According to Saunders et al. (2023), there are two methods of time horizon in research, cross sectional and longitudinal. Cross-sectional study is applied, where the data is collected for one period only. In this research, primary data was used through online questionnaires by Google form. All respondents were 18 years old and above, and those have already purchased mineral water in Jakarta, Indonesia. In this research, all the respondents had not strictly domiciled in Jakarta city only, those could be people who live in other cities nearby Jakarta such as Bogor, Depok, Tangerang, and Bekasi, that had high frequency went to Jakarta either for work or other business.

For method sampling, convenience sampling was implemented that was categorized as non-probability sampling. Convenience sampling used sampling procedure which the respondents chosen only the bases that were easier to be selected as samples (Saunders et al., 2023). 222 samples filled up the questionnaire through Google form, where all the data was collected and tested at Statistical Package for the Social Sciences (SPSS) through Likert Scale (1-5). Some tests that were examined consist of demographic variables, Pearson Correlation, and Multiple Linear Regression.

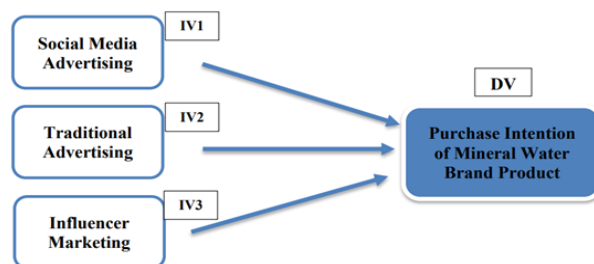


Figure 1 Research Framework
 Source: Self-Constructed 2025

Table 1. Summary of Research Questionnaire

Variables to Measure	Items	Scales	Sources
Social Media Advertising	5	5 Points	(Ducoffe, 1996; Misra & Dwivedi, 2021)
Traditional Advertising	5	5 Points	(Ducoffe, 1996; Misra & Dwivedi, 2021)
Influencer Marketing	5	5 Points	(Belanche et al., 2021; Uzeed et al., 2020; Soong, 2023)
Purchase Intention	4	5 Points	(Sin et al., 2022; Husain & Toor, 2017)

Source: Self Constructed 2025

RESULTS AND DISCUSSION

Table 2. Group Age

Category	Frequency	Percent
18-25 years old	183	82,4%
26-35 years old	25	11,3%
36-45 years old	7	3,2%
46 years old and above	7	3,2%
Total	222	100%

Source: Self-Constructed 2025

From 222 respondents obtained from Google form, most samples are respondents between 18 to 25 years old, with 82.4 percentage that are categorized as gen Z. It is caught up to the respondents between 26 to 35 years old with 11.3 percent. For the rest of the age categories, 36 to 45 years old and 46 years old above, both contribute the same percentage, with each of the categories around 3.2 percentage.

Table 3 Occupation

Category	Frequency	Percent
Belum/Tidak Bekerja/ Job Seeker	5	2.3%
Freelancer	3	1.4%
Guru Teacher	1	0.5%
Ibu Rumah Tangga Housewife	1	0.5%
Pegawai Negeri Sipil (PNS) Civil Servant	4	1.8%
Pegawai Swasta Private Employee	53	23.9%
Pelajar/ Mahasiswa Student	143	64.4%
Pelatih Cabor Billiard DKI Jakarta Billiard Coach	1	0.5%
Pensiunan Retirement	1	0.5%
TNI AU Indonesian Air Force	1	0.5%
Wiraswasta Entrepreneur	9	4.1%
Total	222	100%

Source: Self-Constructed 2025

The data shows the occupation of the respondents are variety, even though most of the respondents are students, that contributes 64.4 percentage points. It is followed by private employees, that contributed 23.87%. Other than that, there are many other occupations, such as unemployed/job seeker, freelancer, teacher, housewife, civil servant, billiard coach, retirement, Indonesian air force, and entrepreneur. However, those occupations contribute no more than 5 percents, even below 1 percent.

Table 4. Favorite Mineral Water Brand

Category	Frequency	Percent
Akuapura	1	0.5%
Amidis	1	0.5%
Aqua	59	29.6%
Aquviva	2	1%
Cleo	4	1.8%

Crystalline	19	8.6%
Le Minerale	88	39.6%
Nestle	27	12.2%
Pristine	12	5.4%
Tidak ada Merk Tertentu yang Favorit		
Preferred brand	1	0.5%
VIT	7	3.2%
Yang Paling Murah		
Cheapest	1	0.5%
Total	222	100%

Source: Self-Constructed 2025

From the bar chart above, there are 13 options chosen by the respondents. However, there are only 11 brands mentioned by the respondents, the rest 2 options made are there is no preferred brand and cheapest mineral water brand. It shows Le Minerale is the favourite brand with 39.6%, followed by Aqua with 26.6 percent and Nestle with 12.2%. The rest of the brands mentioned, each of them is no more than 10 percent.

Table 5. Reliability Test (Cronbach Alpha)

Variables of the Study	No of Items	Cronbach Alpha
Social Media Advertising	5	0.789
Traditional Advertising	5	0.848
Influencer Marketing	5	0.912
Purchase Intention	4	0.827

Source: Self-Constructed 2025

According to the table above, mentioning all variables, number of questions of each variable, and Cronbach alpha result shows the reliability of all variables can be considered as good to excellent. Social media advertising value is 0.789 percent, traditional advertising performs 0.848, and purchase intention variable is 0.827, that are included into acceptable range, declaring a good level of internal consistency. For the influencer marketing variable, it achieves excellent percentage, signifying totally high internal consistency among all items in the variable. The Cronbach Alpha results of social media advertising, traditional advertising, and influencer marketing were above 0.75, according to Izah et al. (2023), result above 0.75, indicated reliable and strong internal consistency.

Table 6. Pearson Correlation

Variable	Purchase Intention	Social Media Advertising	Traditional Advertising	Influencer Marketing
Purchase Intention	-	0.575	0.574	0.574
Social Media Advertising	0.575	-	0.734	0.685

Traditional Advertising	0.534	0.734	-	0.622
Influencer Marketing	0.534	0.685	0.622	-

Source: Self-Constructed 2025

From the (Table 5), purchase intention shows positive correlation with all three independent variables, where social media advertising performs strongest moderate correlation ($r=0.575$), besides traditional advertising and influencer marketing contribute similar moderate correlations. According to Paramita et al. (2023), a correlation coefficient (r) between 0.40 and 0.599 are categorized as moderate correlation.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.618	0.382	0.374	0.50351

Source: Self-Constructed 2025

The results covered, according to Field (2024), it shows 38.2% of the variance in the dependent variable ($R^2=0.382$), signifying a moderate value power. The adjusted R^2 0.374 explains the model tends to stable with minimal shrinkage. In addition, the standard error of the estimate (0.50351) signifies a moderate level of accuracy.

Table 8. Analysis of Variance (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.193	3	11.398	44.956	0.001
Residual	55.269	218	0.254		

Source: Self-Constructed 2025

Based on data, the result is statistically significant, $F(3, 218) = 44.956, p < 0.001$, signifying that all advertising types identified (independent variables) describe a substantial portion of the variance in purchase intention (dependent variable). The regression summary of squares (34.193) compared to the residual summary of squares (55.269) indicating the model facilitate a strong fit to the data. According to Field (2024), $\text{Sig.} < 0.05$ showed model significant, and > 0.05 showed not significant model

Table 9. Regression of Coefficients

Variable	B	Beta	t	p-value
Social Media Advertising	0.247	0.287	3.302	0.001
Traditional Advertising	0.156	0.185	2.291	0.023
Influencer Marketing	0.158	0.222	2.956	0.003

Source: Self-Constructed 2025

Multiple linear regression analysis is tested to assess the influence of social media advertising, traditional advertising, and influencer marketing (independent variables) on purchase intention (dependent variables). The model shows significant results statistically; all three independent variables perform significant and positive effects. Social media advertising performs the strongest effect ($\beta = 0.287$, $p = 0.001$), followed by influencer marketing (0.222 , $p = 0.001$), and traditional advertising ($\beta = 0.185$, $p = 0.023$). These results are referred to Field (2024), showing p -value < 0.05 performs significant effect.

Table 10. Summary Results of the Hypotheses

Hypothesis	Significance	Result
H1: Social media advertising has stronger influence on purchase intention compared to traditional advertising and influencer marketing	0.001	Accepted
H2: Traditional advertising has stronger influence on purchase intention compared to social media advertising and influencer marketing	0.023	Rejected
H3: Influencer marketing has stronger influence on purchase intention compared to social media and traditional advertising	0.003	Rejected

Source: Self-Constructed 2025

Table (8) shows the results of hypothesis testing which examined the influence of all 3 types of advertising (independent variables) on purchase intention (dependent variable). All three hypotheses have influences, whereas social media advertising performed strongest influence than traditional advertising and influencer marketing.

The Influence of Social Media Advertising on Purchase Intention

Some practices have been conducted in testing through Statistical Package for the Social Sciences (SPSS). The first examination was reliability of the social media advertising, where the Cronbach's value was 0.789, which is slightly higher than 0.7, that is considered acceptable result to be identified further. Pearson correlation value was identified, it shows 0.575 value (<0.001), that is defined that, there is strong positive correlation on purchase intention. Multi linear regression practice has been examined, that shows social media advertising P-Value is 0.001, that indicates, there is significant result statistically. From the several tests conducted, it can be interpreted that social media advertising has a positive relationship significantly on purchase intention toward mineral water brands in Jakarta, Indonesia.

This finding answers Jimenez et al. (2023) research stated there was no clear explanation, the more interactive kind of advertising lead to higher performance of consumers' purchase intention and Rausch and Kopplin (2021) who found lacks complete framework to identify purchase intention in depth.

It is correlated with Karunarathne and Thilini (2022) statement, that mentioned the result of advertising that maximized communication media (including social media advertising), gives abundant positive impact in terms of customers decision while making purchases.

The Influence of Traditional Advertising on Purchase Intention

Traditional advertising is a reliable variable, that is proven through Cronbach's value of 0.848. It is supported by Pearson correlation analysis was tested that showed value 0.534 (<0.001) that indicates there is a significant correlation between traditional advertising on purchase intention statistically. Other than that, the P-value 0.023 from multiple linear regression test, that can be interpreted, traditional advertising performs significantly on purchase intention, that is considered as an important factor on consumers' purchase intention toward mineral water brands in Jakarta, Indonesia.

Based on this finding, it aligns with Godbilla and Kiran (2025) research, traditional advertising is still reliable to be implemented, that can cover higher older demographics who are not highly influenced with digital media, and it creates higher repeated exposure to enhance brand awareness. Besides that, this finding gives different result to Jimenez et al. (2023) and Rausch and Kopplin (2021), mentioning there was unclarity and lacks framework to obtain the influence to customers' purchase intention.

The result is reflected with the statement from (Mustafa & Al-Abdallah, 2020), that mentioned many businesses have applied traditional advertising and the implementation performed impressive results, that is applied through newspapers, flyers, outdoors, radio, and television. From those traditional advertising elements, television offers higher potential, that allows for broader scale of reach and coverage that could achieve millions of target market with low cost per contact and perform greater percentage of being remembered by the audiences (Mustafa & Al-Abdallah, 2020).

Reflect to Jimenez et al. (2023) and Rausch and Kopplin (2021), this finding answers unclarity and the lack framework that influence customers' purchase intention.

The Influence of Influencer Marketing on Purchase Intention

Reliability test has been identified through Cronbach's alpha coefficient, with value 0.912 that shows highly reliability. For the Pearson correlation practice value is 0.534 (<0.001) that can be referred to significant correlations between influencer marketing on purchase intention. Lastly, P- value 0.003 from multiple linear regression test, that concludes there is significant relationship between influencer marketing on purchase intention. This result aligns

with findings from Leung et al. (2022) and Isyanto et al. (2020), that uncovered there are positive correlations between influencer marketing on purchase intention.

CONCLUSION

The main objective in this research is to identify the influence of social media advertising, traditional advertising, and influencer marketing on purchase intention toward mineral water brands for Jakarta people. The researcher examined all independent and dependent variables, including demographic variables in shape of multiple questions that consist of whether the samples have purchased mineral water brands before, age group, occupations, favorite mineral water brands. Several tests have been conducted through Statistical Package for Social Sciences (SPSS), that identified the relationship between purchase intention toward mineral water brands and variables connected including social media advertising, traditional advertising, and influencer marketing. The tests used are multiple linear regression analysis and correlation analysis, where the results show there are positive relationships between the three independent variables on the dependent variable. From the three variables' relationship on purchase intention toward mineral water brands, it was discovered that, social media advertising has strongest relationship compared the other independent variables on purchase intention toward mineral water brands in Jakarta, Indonesia. The results obtained among the three independent variables (social media advertising, traditional advertising, and influencer marketing) are categorized moderate, since the results are not too strong affect purchase intention. The result aligns with H1, that showed social media advertising has stronger influence on purchase intention compared to traditional advertising and influencer marketing. This result obtains new findings that assist Jimenez et al. (2023) research, that found there is no clear explanation, the more interactive types of advertising will dominate on purchase intention. Additionally, this research answers Rausch and Kopplin (2021) findings, that mentioned the research has lacks complete framework in identifying purchase intention in depth. Even though social media advertising shows the strongest relationship, the implementation of traditional advertising and support from influencer marketing are still reliable in enhancing effectiveness of marketing strategies. Therefore, the implementation of integrated marketing communications including social media advertising, traditional advertising, and influencer marketing performs better performance for mineral water brands. This research can be beneficial to several categories, in practical, this research can be a guide for marketing managers while making marketing decisions. In theoretical aspect, this research can be a reference for the next researchers who identify related topics. For the next research, it is to identify another related independent variable, comparing small and big cities, and using higher samples with relative balance in demographic categories

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