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The Role of Brand Image and Product Innovation on Purchase Decisions Ades Bootled Water: The Mediating Effect of Customer Satisfaction (Study in Semarang City)

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Abstract

This study examines the rapidly growing Indonesian bottled water industry driven by health awareness and urbanization, where brands like Ades face intense competition that demands strong Brand Image *and product innovation. The objective is to analyze their influence on Semarang consumers' purchasing decisions with* customer satisfaction *as an intervening factor, using a quantitative survey method on an infinite population via incidental sampling (119 respondents), a 5-point Likert scale online questionnaire, and PLS-SEM analysis in SmartPLS 4. The results show that* Brand Image *(path coefficient 0.486, p<0.05) and product innovation (0.386, p<0.05) have a positive and significant effect on* customer satisfaction *and purchase decisions directly, while* customer satisfaction *has a weak direct effect (0.139, p=0.041); mediation is not significant (p>0.05), with the model explaining 78.7% of the variance. In conclusion, direct perceptions of* Brand Image *and innovation are the main drivers of purchasing everyday products like Ades, exceeding the mediating role of satisfaction.*

INTRODUCTION

The bottled drinking water (AMDK) industry in Indonesia has experienced significant growth in line with increasing public awareness of healthy lifestyles and rapid urbanization. Data shows that bottled water sales volume reached 36.7 billion liters in the 2021-2022 period, with the bottled segment contributing the largest amount, amounting to IDR 13.3 trillion. Overall industry growth reached 3.1% in 2023, driven by the bottled water segment. Furthermore, Asparminas projections predict growth of up to 10% in 2025 due to recovering purchasing power and national economic optimism.

This high demand is also reflected in the increasing market share of local products through innovative packaging and widespread distribution, despite increasing competition from major brands like Aqua and Le Minerale. The growing trend of environmental awareness is increasingly driving consumers to choose eco-friendly products, with growth projected to remain stable at 5-7% until 2026, in line with the national economy.

Despite the rapid growth of the bottled water industry, intense competition demands that companies strengthen their brand image to build long-term consumer loyalty. A strong brand image not only influences positive perceptions but also purchasing decisions, as demonstrated in a study of Le Minerale consumers, where brand ethics and CSR increased loyalty (Laksmono Purnama, 2024). However, brands like Ades face the challenge of maintaining a healthy and environmentally friendly image amidst dominant competitors, with brand image significantly influencing Ades' AMDK purchasing decisions among Diponegoro University students (Wulandari, 2021).

Product innovation is crucial for distinguishing oneself, particularly through eco-friendly packaging and functional designs that appeal to modern consumers. Research shows that packaging innovation influences purchasing decisions in the food sector, with a strong preference for aesthetic and sustainable designs (Velankar, 2024). For Ades, a lack of innovation can weaken competitiveness, as green marketing and brand image mediate purchasing decisions among consumers in Sumenep (Fauzi et al., 2023).

Customer satisfaction often serves as a bridge between brand image, innovation, and purchasing decisions, but many studies examine them separately without integrating their mediating effects in a specific bottled water (AMDK) context, such as Ades in Semarang (Vianita et al., 2025; Siregar et al., 2025). This creates a gap where the simultaneous influence of these variables on purchasing decisions has not been fully tested, especially with satisfaction as an intervening factor in everyday products.

This study aims to analyze the influence of brand image and product innovation on Ades AMDK purchasing decisions, with customer satisfaction as an intervening variable among consumers in Semarang City. The urgency of this research lies in the practical need for AMDK companies to prioritize brand strategy and innovation amidst intense competition, in order to directly increase market share, considering that daily product purchasing decisions depend more on initial perceptions than post-consumption satisfaction. The novelty of this study is the simultaneous testing of all three variables using PLS-SEM in the context of Ades Semarang, complementing previous separate studies and adding the novelty of customer satisfaction as a potential mediator that has not been comprehensively tested in the region (Alfiyah & Aminah, 2022).

METHOD

Types and Methods of Research

This study employed a quantitative approach with a survey method as the primary data collection technique. The quantitative approach was chosen because it allows for systematic and objective measurement of relationships between variables, specifically to examine the influence of brand image and product innovation on purchasing decisions through customer satisfaction among consumers of Ades brand bottled water in Semarang City. According to Sugiyono (2021), quantitative research involves numerical data analyzed statistically for generalization and prediction, while the survey method effectively reaches a wide range of respondents through structured instruments. This approach is also supported by Sudaryono (2021), who emphasizes surveys as the primary method in quantitative management studies to test causal hypotheses, and Emzir, who states that a correlational survey design is appropriate for analyzing variable relationships in a socio-economic context.

Data Analysis Instruments and Techniques

The research instrument was an online questionnaire consisting of 12 statements representing four main variables, measured on a 5-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was designed to capture respondents' perceptions efficiently and reliably, with online distribution for high accessibility. The data analysis technique used Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4 software, including evaluation of the outer model (validity, reliability), inner model (R-square, Q-square), and direct and indirect hypothesis testing. Sugiyono (2021) recommends PLS-SEM for complex models with small to medium samples, while Creswell highlights its flexibility in quantitative designs for testing mediation. Additional support from Sudaryono (2021) and Emzir confirms that multivariate analysis such as PLS-SEM is ideal for verifying instrument reliability and the significance of structural paths in marketing research.

Population and Sample

The study population was all consumers of Ades brand bottled drinking water in Semarang City, an infinite number of which were selected. The sampling technique used incidental sampling, where respondents were selected based on chance encounters and suitability of criteria, resulting in 119 respondents from a minimum calculation of 96 using the Lemeshow formula for an infinite population:

$$NO = \frac{z^2 1-a/2.\ p(1-p)}{d^2}$$

$$n = \frac{1{,}962.0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3.8416.(0{,}25)}{0{,}01}$$

$$n = 96{,}04$$

Sugiyono (2013, repeated 2021) defines incidental sampling as a practical approach for infinite populations, while Sudaryono (2021) adds that a minimum sample size of 100 is suitable for PLS-SEM. Emzir and Creswell (design adaptation 2021-2025) also support non-probability sampling for exploratory surveys in urban contexts such as Semarang.

Research Procedures

The research procedure began with a preliminary study to formulate hypotheses based on a literature review, followed by the development and pilot testing of an online questionnaire. Data were collected through online distribution to respondents in Semarang City during the survey period, then validated and entered into SmartPLS 4 for a step-by-step analysis: descriptive, measurement testing (AVE, CR, Cronbach's alpha), structural (path coefficient, bootstrapping), and result interpretation. These stages ensured a logical flow from data collection to conclusions, with research ethics such as informed consent. According to Sugiyono (2021), quantitative survey procedures must be systematic to minimize bias, supported by Sudaryono (2021) who emphasized the sequence of instrument validation before multivariate analysis. Emzir and Creswell reinforced this by emphasizing a step-by-step design for data integrity in mediation studies.

RESEARCH RESULT

Descriptive Analysis of Respondent Characteristics

Table 1. Respondent characteristics

Gender	N	%
Man	59	49.6%
Woman	60	50.4%
Total	119	100%

Source: Respondent data (2026)

Based on Table 1, the majority of respondents in this study were female, with 60 participants (50.4%), while 59 participants (49.6%) were male. The sample was randomly selected using incidental sampling techniques from residents of Semarang City who had consumed or purchased Ades brand bottled water.

Outer Model Analysis

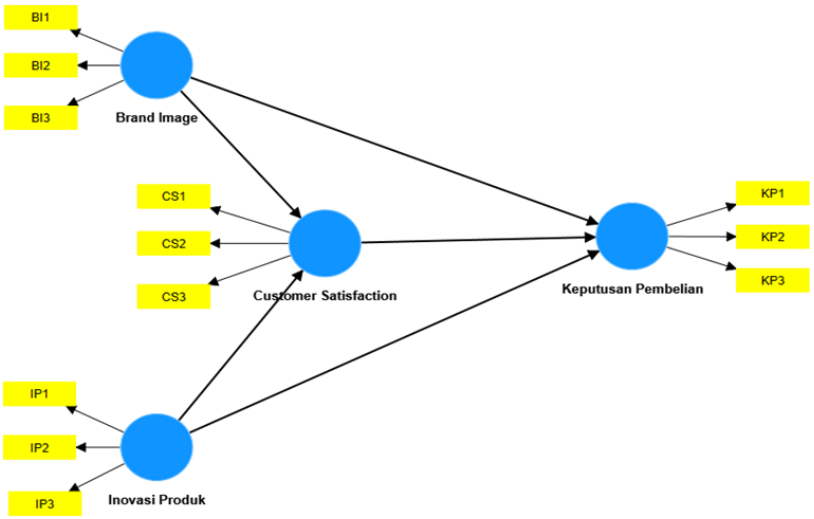

Figure 2. Outer Model

Table 2. Validity test results

	Brand Image	Customer satisfaction	Product Innovation	Buying decision	Information
X1.1	**0.844**				Valid
X1.2	**0.702**				Valid
X1.3	**0.703**				Valid
X2.1		**0.782**			Valid
X2.2		**0.731**			Valid
X2.3		**0.774**			Valid
Z1			**0.818**		Valid
Z2			**0.702**		Valid
Z3			**0.746**		Valid
Y1				**0.733**	Valid
Y2				**0.716**	Valid
Y3				**0.797**	Valid

Source: Data processed using SmartPLS 4 (2026)

Based on the validity test results in Table 2, all indicators in the Brand Image (X1.1–X1.3), Customer Satisfaction (X2.1–X2.3), Product Innovation (Z1–Z3), and Purchase Decision (Y1–Y3) variables are declared valid, because they have outer loading values ranging from 0.702–0.844, which have met the convergent validity criteria in the SEM-PLS analysis. Outer loading values above 0.70 indicate that each indicator is able to represent the latent construct strongly and explain an adequate proportion of variance, making it suitable for use in testing the structural model. These results are in line with empirical findings showing that measuring brand image, customer satisfaction, and product innovation with valid indicators has a significant effect on purchasing decisions, and strengthens the accuracy of the PLS-SEM-based research model.(Suwarno, 2022). In addition, other research also confirms that customer satisfaction, measured by valid indicators, plays an important role in shaping and mediating consumer purchasing decisions.(Madiawati & Pardede, 2023).

Table 3. Results of the discriminant validity analysis test

Variables	Brand Image	Customer satisfaction	Product Innovation	Buying decision
Brand Image	**0.753**			

Customer satisfaction	0.643	**0.763**		
Product Innovation	0.628	0.566	**0.757**	
Buying decision	0.818	0.670	0.769	**0.749**

Source: Data processed using SmartPLS 4 (2026)

Based on the results of the discriminant validity analysis in Table 3, it can be seen that all latent constructs, namely Brand Image, Customer Satisfaction, Product Innovation, and Purchasing Decision, have met discriminant validity. The discriminant validity test in this study was conducted using the Fornell–Larcker criteria.(Hair et al., 2014), which states that the square root of the Average Variance Extracted (AVE) value of each construct must be greater than the correlation value between other constructs. The test results show that the square root of the AVE value for each construct (indicated by the diagonal value) is higher than the correlation between constructs, so that each construct has a better ability to explain its own indicators compared to other constructs. This indicates that there is no overlap in measurements between latent variables and confirms that each construct has clear conceptual differences. This finding is in line with SEM-PLS-based research which states that fulfilling the Fornell-Larcker criteria reflects a good measurement model and increases the reliability of the interpretation of relationships between constructs in a structural model.(Nawang et al., 2024).

Table 4. Results of the average variance extracted (AVE) test

Variables	*Average Variance Extracted*(AVE)
Brand Image	0.566
Customer satisfaction	0.582
Product Innovation	0.572
Buying decision	0.561

Source: Data processed using SmartPLS 4 (2026)

Based on Table 4, all latent constructs in the research model have an Average Variance Extracted (AVE) value above 0.50. Referring explicitly to the outer model guidelines proposed by Hair et al. (2014), an AVE value of 0.50 is set as the minimum acceptable limit to meet convergent validity. Fulfillment of this criterion indicates that each construct is able to explain at least 50% of the variance of its measuring indicators. Therefore, in accordance with the provisionsHair et al. (2014), all constructs in this study are stated to have met convergent validity and the measurement model is suitable to proceed to the next stage.

Table 5. Composite reliability test results

Variables	*Composite Reliability*
Brand Image	0.795
Customer satisfaction	0.807
Product Innovation	0.800
Buying decision	0.793

Source: Data processed using SmartPLS 4 (2026)

Based on the composite reliability test results in Table 5,z the composite reliability values for the Brand Image variable were 0.795, Customer Satisfaction 0.807, Product Innovation 0.800, and Purchase Decision 0.793. All of these values are above the minimum limit of 0.70. Referring toLi & Lay (2024), the composite reliability value is declared to meet the internal reliability

requirements if it exceeds the threshold of 0.70 in the SEM-PLS analysis. Therefore, the results of this study indicate that all constructs have good internal consistency and are statedreliable, so it is suitable for use for further analysis.

Table 6. Cronbach's alpha test results

Variables	*Cronbach's Alpha*
Brand Image	0.620
Customer satisfaction	0.643
Product Innovation	0.633
Buying decision	0.612

Source: Data processed using SmartPLS 4 (2026)

Based on Table 6, the Cronbach's Alpha Test Results state that the Cronbach's alpha value for the Brand Image variable is 0.620, Customer Satisfaction is 0.643, Product Innovation is 0.633, and Purchase Decision is 0.612, all of which are above the 0.60 limit. Referring toTaber (2018)There is no absolute minimum limit for determining Cronbach's alpha reliability, and a value of 0.60 can still be categorized as acceptable or sufficient, especially in exploratory research or instruments in the early stages of development. Therefore, it can be concluded that all instruments in this study have adequate reliability and are suitable for use in further analysis.

Inner Model Analysis

Table 7. Results of the R-square (R2) test

Variables	*R-square*	*R-square adjusted*
Customer satisfaction	0.457	0.448
Buying decision	0.787	0.782

Source: Data processed using SmartPLS 4 (2026)

Based on the results of the R-square (R^2) test in table 7, the R^2 value of Customer Satisfaction of 0.457 indicates that the independent variables in the model are able to explain 45.7% of the variation in customer satisfaction, while the rest is explained by other factors outside the model, so that the model's explanatory power is in the moderate category. Meanwhile, the R^2 value of Purchase Decision of 0.787 indicates that 78.7% of the variation in purchasing decisions can be explained by the exogenous constructs that influence it, which is included in the strong (substantial) category.

Table 8. Results of the predictive relevance test (Q2)

Variables	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Image	357,000	357,000	0.000
Customer satisfaction	357,000	268,961	0.247
Product Innovation	357,000	357,000	0.000
Buying decision	357,000	208,471	0.416

Source: Data processed using SmartPLS 4 (2026)

Based on the results of the predictive relevance test (Q2) in Table 8, it shows that Customer Satisfaction ($Q^2 = 0.247$) and Purchase Decision ($Q^2 = 0.416$) have a Q^2 value > 0, which indicates

that the model has good predictive ability for both endogenous constructs, with Purchase Decision having a higher predictive power, while Brand Image and Product Innovation with $Q^2 = 0.000$ do not show predictive relevance. This interpretation is in line with the latest PLS-SEM methodological literature which confirms that a Q^2 value greater than zero indicates the presence of predictive relevance in the model and is used as an indicator for evaluating internal predictions in PLS-based structural models.(Parveen & Alshehri, 2024).

Table 9. F2 (Effect Size) test results

Relationship between variables	f2 value	Category
Brand Image → Customer satisfaction	0.252	Currently
Brand Image→ Purchase Decision	0.538	Strong
Product Innovation → Customer Satisfaction	0.080	Small
Product Innovation → Purchasing Decision	0.392	Strong
Customer satisfaction→ Purchase Decision	0.049	Small

Source: Data processed using SmartPLS 4 (2026)

Based on the results of the f^2 (effect size) test in table 9, it shows the magnitude of the contribution of each exogenous variable to the endogenous variable in the PLS-SEM model, where Brand Image → Customer Satisfaction ($f^2 = 0.252$) has a moderate effect and Brand Image → Purchase Decision ($f^2 = 0.538$) shows a strong effect, so that Brand Image plays an important role in increasing satisfaction while encouraging purchasing decisions. Furthermore, Product Innovation → Customer Satisfaction ($f^2 = 0.080$) and Customer Satisfaction → Purchase Decision ($f^2 = 0.049$) are relatively small, which indicates that the contribution of both is relatively limited, while Product Innovation → Purchase Decision ($f^2 = 0.392$) has a strong effect, indicating that product innovation is the main factor that directly influences purchasing decisions. This finding is in line with the recent PLS-SEM literature which emphasizes that the f^2 value is used to evaluate the relative contribution of each structural path to the R^2 of the endogenous construct, with limits of 0.02 (small), 0.15 (moderate), and 0.35 (strong), so that relationships with large f^2 values can be considered as substantive predictors in the structural model.(Chinnaraju, 2025).

Table 10. Path coefficient test results

Variables	Customer satisfaction	Buying decision
Brand Image	0.475	0.486
Customer satisfaction		0.139
Product Innovation	0.267	0.386

Source: Data processed using SmartPLS 4 (2026)

Based on Table 10, the patch coefficient test results show that Brand Image has a positive and strong effect on Customer Satisfaction ($\beta = 0.475$) and Purchase Decision ($\beta = 0.486$), which means that the better the brand image, the higher the consumer satisfaction and tendency to make a purchase. Furthermore, Product Innovation also has a positive effect on Customer Satisfaction ($\beta = 0.267$) and Purchase Decision ($\beta = 0.386$), indicating that innovation plays an important role in increasing satisfaction while driving purchase decisions. Meanwhile, Customer Satisfaction → Purchase Decision ($\beta = 0.139$) has a positive but relatively weaker effect, indicating that customer satisfaction still contributes to purchase decisions even though it is not a dominant factor. This interpretation is in line with the latest PLS-SEM literature which states that the path coefficient is used to assess the strength and direction of the direct influence between latent constructs in a structural model, before confirming its significance through bootstrapping.(Chinnaraju, 2025).

Table 11. Results of the collinearity statistics (VIF) test

Relationship between variables	VIF
Brand Image → Customer satisfaction	1,650
Brand Image→ Purchase Decision	2,066
Customer satisfaction→ Purchase Decision	1,841
Product Innovation → Customer Satisfaction	1,650
Product Innovation → Purchasing Decision	1,782

Source: Data processed using SmartPLS 4 (2026)

Based on the Collinearity Statistics (VIF) test results table, it shows the evaluation of multicollinearity in the PLS-SEM structural model (inner model), which aims to ensure that independent variables are not highly correlated in predicting the dependent variable. The VIF values for all relationships, namely Brand Image → Customer Satisfaction (1.650), Brand Image → Purchase Decision (2.066), Customer Satisfaction → Purchase Decision (1.841), Product Innovation → Customer Satisfaction (1.650), and Product Innovation → Purchase Decision (1.782), are all below the recommended tolerance limit (<3.3), so it can be concluded that the structural model is free from multicollinearity problems and the estimated relationships between variables can be interpreted reliably. This finding is in line with the latest PLS-SEM literature which confirms that a low VIF value indicates the absence of information redundancy between exogenous constructs and is an important prerequisite before interpreting path coefficients and testing hypotheses.(Chinnaraju, 2025).

Hypothesis Analysis

Table 12. Results of hypothesis testing (direct)

Variables	*T statistics*	*P values*
Brand Image → Customer satisfaction	5,645	0.000
Brand Image→ Purchase Decision	4,040	0.000
Customer satisfaction→ Purchase Decision	2,041	0.041
Product Innovation → Customer Satisfaction	2,958	0.003
Product Innovation → Purchasing Decision	3,026	0.002

Source: Data processed using SmartPLS 4 (2026)

Based on Table 12, the results of the hypothesis test show that all relationships between variables in the research model have a positive and significant effect, as evidenced by t-statistics > 1.96 and p-values < 0.05. Brand Image is proven to have a significant effect on Customer Satisfaction and Purchase Decisions, which confirms that a strong brand perception can increase satisfaction and encourage consumer purchasing decisions. Customer Satisfaction also has a significant effect on Purchase Decisions, although with a relatively smaller influence strength, indicating that satisfaction plays a supporting factor in decision making. In addition, Product Innovation has a significant effect on Customer Satisfaction and Purchase Decisions, which indicates that product updates and advantages can increase consumer satisfaction and strengthen purchasing decisions. These findings are in line with recent research stating that brand image and product innovation have an important role in shaping consumer satisfaction and purchasing decisions, both directly and indirectly through customer satisfaction.(Hariyanti et al., 2023).

Table 13. Results of hypothesis testing (indirect)

Variables	*T statistics*	*P values*
Brand Image → Customer satisfaction→ Purchase Decision	1,900	0.058
Product Innovation → Customer Satisfaction → Purchase Decision	1,557	0.120

Source: Data processed using SmartPLS 4 (2026)

Based on the table, the results show that the t-statistics value is smaller than 1.96 and p-values are greater than 0.05 (0.058 and 0.120, respectively), it can be concluded that customer satisfaction does not significantly mediate the two relationships. This means that the influence of Brand Image and Product Innovation on Purchasing Decisions is more dominant, occurring directly, without going through customer satisfaction as an intermediary. This result is in line with the findings of recent research which shows that although brand image and product innovation have a strong influence on purchasing decisions, the role of customer satisfaction as a mediator does not have a significant impact and is highly dependent on the context and characteristics of consumers.(Cindy & Zai, 2024).

DISCUSSION

The Influence of Brand Image on Customer Satisfaction

The results of the study indicate that brand image has a positive and significant influence on customer satisfaction. This means that the better the brand image embedded in the minds of consumers, whether through reputation, professional impression, or perceived quality, the greater the satisfaction they feel after using the product or service. When a brand is perceived as having strong values, quality, and credibility, consumers will feel more confident and confident in making decisions. Consumer expectations tend to be met, or even exceeded. This ultimately creates a more positive post-purchase experience and increases overall satisfaction levels, thus supporting hypothesis H1.

Theoretically, this finding is in line with Expectancy Disconfirmation Theoryas stated by Oliver (1980), which states that customer satisfaction is formed through a comparison between initial expectations and perceived actual performance. A positive brand image creates high expectations for product quality and value. When product performance meets or exceeds these expectations, positive confirmation occurs, resulting in customer satisfaction. Therefore, the stronger the brand image embedded in consumers' minds, the greater the likelihood of customer satisfaction.

This is in line with research conducted by Novian & Bastaman (2025)This shows that brand image has a significant positive effect on customer satisfaction. Other research also indicates that brand image has a positive and significant effect on customer satisfaction.(Safitri & Siregar, 2025).

The Influence of Product Innovation on Customer Satisfaction

The results of the study indicate that product innovation has a positive and significant impact on customer satisfaction. This means that the higher the level of product innovation, whether through the development of new features, quality improvement, product differentiation, or the use of technology, the greater the level of satisfaction experienced by consumers because the product is able to provide added value and meet dynamic market needs. Therefore, hypothesis H_2 can be accepted.

Theoretically, this finding is in line with Theory of Diffusion of Innovationsas stated by Rogers (2003), which states that product innovations that offer relative advantages, compatibility with consumer needs, and ease of use will be more quickly accepted by the market and create greater value for customers. Innovations that deliver tangible benefits and new experiences will

enhance perceived quality and strengthen consumers' positive evaluations of the product. When these innovations meet or even exceed customer expectations, customer satisfaction levels will increase significantly.

This finding is supported by international research which shows that innovation significantly improves customer satisfaction as well as business performance as a mediating variable.(Marei et al., 2022)Other research also confirms that continuous innovation plays an important role in creating satisfaction and competitive advantage for companies.(Amoasi et al., 2024).

The Influence of Brand Image on Purchasing Decisions

The results of the study indicate that brand image has a positive and significant influence on purchasing decisions. This means that the stronger the brand image formed in the minds of consumers through reputation, perceived quality, trust, and positive associations, the greater the consumer's tendency to make a purchase decision for that product. A good brand image can reduce perceived risk, increase consumer confidence, and strengthen preference for a brand over competitors, thus supporting hypothesis H3.

Theoretically, this finding is in line with Theory of Planned Behavioras stated by Ajzen (1991), which states that purchasing decisions are influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. A positive brand image shapes consumer attitudes toward a brand, increasing confidence and perceived ease of purchase. When consumers have a positive attitude and high trust in a brand, their purchase intention will be stronger and ultimately drive the purchase decision.

This finding is supported by international research which shows that brand image has a direct and significant influence on consumer purchasing decisions.(Juanim et al., 2023), as well as other researchalso explains that brand image simultaneously and partially has a significant positive influence on consumer purchasing decisions.(Putra & Arifiansyah, 2025).

The Influence of Product Innovation on Purchasing Decisions

The results of the study indicate that product innovation has a positive and significant influence on purchasing decisions. This means that the higher the level of product innovation, whether in the form of new feature development, quality improvement, design differentiation, or technology implementation, the greater the consumer's tendency to make a purchase because the product is considered more relevant, superior, and able to provide added value compared to other alternatives in the market. Product innovation can also increase the perception of product benefits and uniqueness, there by reducing consumer hesitation in making purchasing decisions, so that hypothesis H4 is accepted.

Theoretically, this finding is in line with Theory of Perceived Valueas stated by Time (1988), which states that purchasing decisions are influenced by consumers' perceived value based on a comparison between the benefits gained and the sacrifices made. Product innovations that introduce new features, improved quality, and clear differentiation will increase the perceived benefits and value of the product in the eyes of consumers. When consumers perceive that the innovation provides higher value than other alternatives, the tendency to make a purchasing decision will be stronger.

This finding is supported by research showing that product innovation has a positive and significant influence on purchasing decisions and has an impact on consumer satisfaction.(Juanim et al., 2023). In addition, other studies have found that product innovation significantly increases purchase intention and purchase decisions through increased customer satisfaction.(Setiobudi, 2021).

The Influence of Customer Satisfaction on Purchasing Decisions

The results of the study indicate that customer satisfaction has a positive and significant influence on purchasing decisions. This means that the higher the level of satisfaction felt by

consumers after using a product or service, the greater their tendency to make repeat purchases or recommend the product to others. Customer satisfaction reflects the match between expectations and product performance received, so that when the consumption experience meets or exceeds expectations, consumers will have stronger confidence in making purchasing decisions. This finding is supported by research showing that customer satisfaction significantly influences loyalty and purchasing decisions, so that hypothesis H5 can be accepted.

Theoretically, this finding is in line with Expectancy Disconfirmation Theory developed by Oliver (1980), which states that customer satisfaction arises from a comparison between consumers' initial expectations and the actual perceived performance of a product or service. When product performance meets or exceeds expectations (positive disconfirmation), consumers will feel satisfied and tend to exhibit follow-up behaviors such as repeat purchases and make more confident purchasing decisions. Therefore, the higher the level of customer satisfaction formed through positive consumption experiences, the stronger the consumer's tendency to make purchasing decisions.

This is supported by other research which explains that customer satisfaction, both partially and simultaneously, has a significant positive influence on purchasing decisions (Rafiq et al., 2025). In addition, it is also supported by the findingsYani et al. (2025)which states that customer satisfaction has a significant positive influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions Mediated by Customer Satisfaction

The results of the study indicate that customer satisfaction does not significantly mediate brand image on purchasing decisions, meaning that brand image has a direct influence on purchasing decisions without having to go through customer satisfaction first. This means that consumers can directly make purchasing decisions based on positive perceptions of reputation, credibility, and brand associations, even though the level of satisfaction has not been a determining factor in the relationship, so that hypothesis H6 can be accepted.

Theoretically, this finding can be explained through the Hierarchy of Effects Theory put forward by Lavidge and Steiner (1961), which states that consumers go through cognitive (knowledge and perception), affective (feelings), and conative (action) stages before making a purchasing decision. In this context, brand image plays a role in the cognitive stage by forming positive perceptions and beliefs about the brand, which can directly encourage purchasing actions without always having to go through affective evaluations in the form of satisfaction first. This means that a strong brand image can directly influence purchasing decisions because it has built associations and trust in the minds of consumers.

This is supported by other findings which explain that customer satisfaction is not always a significant mediator in every structural relationship, indicating that several variables (including brand perception) can have a direct influence on decisions or loyalty.(Sanosra et al., 2022). In addition, other research explains that brand reputation (part of brand image) has a direct and significant influence on purchase decisions, without relying on customer satisfaction variables as the main mediator.(Juanim et al., 2023).

The Influence of Product Innovation on Purchasing Decisions Mediated by Customer Satisfaction

The results of the study indicate that customer satisfaction does not significantly mediate product innovation on purchasing decisions, meaning that product innovation has a direct influence on purchasing decisions without having to go through customer satisfaction first. This means that consumers can be directly encouraged to make purchases due to perceptions of uniqueness, new features, quality improvements, or product differentiation offered, even though the level of customer satisfaction has not been a significant mediating factor in the relationship, so that hypothesis H7 can be accepted.

Theoretically, this finding can be explained through the Theory of Planned Behavior put forward by Ajzen (1991), which states that purchasing decisions are influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. In the context of product innovation, new features, quality improvements, and design differentiation shape consumers' positive attitudes toward the product, there by directly increasing purchase intentions and decisions without necessarily having to go through a satisfaction evaluation first. This means that when innovation is able to create a strong perception of benefits and superiority, consumers can be directly motivated to make a purchase even though customer satisfaction does not act as a significant mediating variable.

This finding is supported by research showing that product innovation has a direct and significant influence on purchasing decisions and loyalty, while customer satisfaction does not act as a significant mediator in the structural model tested.(Syariful et al., 2023). In addition, other studies have found that product innovation has a direct influence on purchase intention and decisions, although customer satisfaction plays a greater role in the context of repeat purchases than as a primary mediator.(Setiobudi, 2021)

CONCLUSION

This study concludes that brand image and product innovation have a positive and significant effect on customer satisfaction and purchasing decisions for Ades brand bottled drinking water in Semarang City, with the PLS-SEM model explaining 78.7 percent of the variation in purchasing decisions. Specifically, the direct influence of these two variables is more dominant than the mediation of customer satisfaction, which although has a positive effect on purchasing decisions, is not significant as an intervening factor (t-statistics <1.96; p>0.05). This finding confirms that for daily products such as bottled drinking water, consumers' initial perceptions of brand image and product superiority are the main drivers of purchases.

The study included incidental sampling with 119 respondents, which limits generalizability to the broader population. It also focused solely on Ades in Semarang without moderating variables such as age or income. Suggestions for future research include cross-regional testing with a larger probabilistic sample, the addition of variables such as price or CSR, and a mixed-methods approach for qualitative exploration. Practically, Ades is advised to prioritize campaigns to strengthen its environmentally friendly brand image and sustainable packaging innovation to increase direct sales.

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