



The Effect of Brand Image on Consumer Satisfaction with Evelio Brand Bottled Water

Maria K.A Rinda¹, Yeheskial Nggandung², Fernando Saragih³

Nusa Cendana University, Indonesia¹⁻³

Email Korespondensi: : antarynda@gmail.com , yesfkipundana@gmail.com

fernando.saragih@staf.undana.ac.id

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ABSTRACT

This study's primary goal is to investigate how brand image, product quality, pricing, and distribution affect consumers' satisfaction with Evelio brand bottled drinking water (AMDK) among Nusa Cendana University students enrolled in the Economics Education Program. The intense rivalry in the bottled drinking water market and the declining trend in Evelio's sales from 2019 to 2023, which suggests low customer satisfaction, serve as the foundation for this study. These four factors were the focus of this study because, as critical consumers, students often take into account product quality, brand image, price, and ease of access when making purchases. This quantitative study examined the effects of each variable using survey techniques and multiple linear regression analysis. 219 respondents in all were chosen at random to serve as samples. The results demonstrate that consumer satisfaction is positively impacted by both brand image and product quality, and that students' shopping experiences may be improved by a strong brand image and high-quality items. Prices that are thought to be in line with benefits and readily available distribution channels also have a big impact on satisfaction levels. Evelio customer satisfaction is positively and significantly impacted by all four factors at the same time. These results demonstrate that initiatives to enhance product quality, bolster brand recognition, establish competitive pricing, and guarantee efficient distribution may promote customer happiness and loyalty. It is anticipated that this study will be used as both an academic reference in the study of customer behavior and marketing and as assessment material for the Evelio firm.

Keywords: Brand Image, Product Quality, Price, Distribution, Consumer Satisfaction, AMDK, Evelio

ABSTRAK

Distribusi berpengaruh terhadap kepuasan konsumen terhadap air minum dalam kemasan (AMDK) merek Evelio di kalangan mahasiswa Program Studi Pendidikan Ekonomi Universitas Nusa Cendana. Persaingan yang ketat dalam pasar AMDK serta tren penurunan penjualan Evelio dari tahun 2019 hingga 2023 yang mengindikasikan rendahnya kepuasan pelanggan menjadi dasar penelitian ini.

Penelitian ini berfokus pada empat faktor, yaitu kualitas produk, citra merek, harga, dan distribusi, karena mahasiswa sebagai konsumen kritis cenderung mempertimbangkan aspek-aspek tersebut dalam pengambilan keputusan pembelian. Penelitian kuantitatif ini menggunakan teknik survei dan analisis regresi linear berganda untuk menguji pengaruh masing-masing variabel. Sebanyak 219 responden dipilih secara acak sebagai sampel

penelitian. Hasil penelitian menunjukkan bahwa kualitas produk dan citra merek berpengaruh positif terhadap kepuasan konsumen, di mana citra merek yang kuat dan kualitas produk yang tinggi mampu meningkatkan pengalaman berbelanja mahasiswa. Harga yang dianggap sesuai dengan manfaat serta saluran distribusi yang mudah diakses juga memberikan pengaruh signifikan terhadap tingkat kepuasan. Secara simultan, keempat faktor tersebut berpengaruh positif dan signifikan terhadap kepuasan pelanggan Evelio. Temuan ini menunjukkan bahwa upaya peningkatan kualitas produk, penguatan citra merek, penetapan harga yang kompetitif, serta penyediaan distribusi yang efektif dapat meningkatkan kepuasan dan loyalitas pelanggan. Penelitian ini diharapkan dapat menjadi referensi akademik dalam kajian perilaku konsumen dan pemasaran, serta sebagai bahan evaluasi bagi perusahaan Evelio.

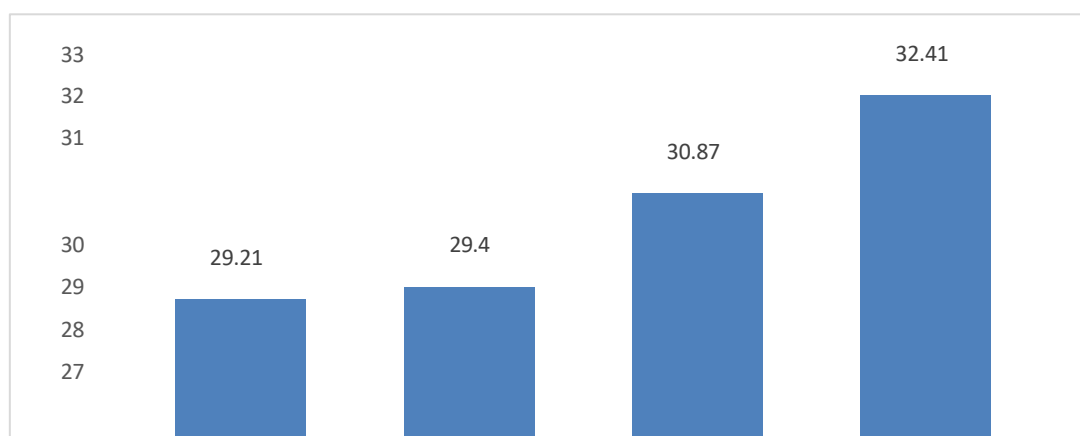
Kata Kunci: Citra Merk, Kualitas Produk, Distribusi, Kepuasan Konsumen, AMDK, Evelio.

INTRODUCTION

In today's global development, the need for clean water continues to increase, while the level of water pollution is also increasingly alarming. As a result, obtaining water that is fit for consumption directly is becoming increasingly difficult. To answer this need, mineral water companies provide bottled drinking water to make it easier for people to get access to clean water that is practical, economical, and meets health standards. This condition encourages consumer confidence to choose bottled drinking water as a safe and reliable solution.

This development has made it necessary for bottled water producers to increase their responsiveness and critical thinking in response to dynamics in the political, socio-cultural, and economic aspects. The increasing demand for bottled drinking water has made it a basic necessity for all levels of society. Innovations in various packaging options and product variants tailored to consumer needs have played a major role in increasing market appeal. With these diverse options, AMDK producers are able to meet consumer needs more flexibly, which in turn has an impact on increasing AMDK product sales

Figure 1
Changes in AMDK Sales in Indonesia (Billion Liters) for the Period 2019–2022



Based on Figure 1.1, which displays data on the distribution and sales volume of AMDK in Indonesia from 2019 to 2022, there is a continuous upward trend each year. In 2019, the sales volume of AMDK was slightly above 29.21 billion liters. Then in 2020, this figure increased, although not significantly, to 29.40 billion liters. However, in 2021, there was a more pronounced surge with sales volume approaching 30.87 billion liters. The most notable increase occurred in 2022, when AMDK sales volume exceeded 32.41 billion liters.

This trend shows that the demand for bottled drinking water continues to increase over time. According to Nurul & Mulyowahyudi, (2019) the growing public understanding of the significance of clean water consumption, the need for practicality, as well as safety and health factors are some of the main causes driving this increase. With the rapid growth of the bottled water industry, competition among producers has become increasingly fierce in an effort to attract consumers. Therefore, every company is required to devise new strategic policies to increase the added value offered to consumers, exceeding what is provided by competitors. A high level of innovation and creativity is key to product development in order to remain relevant, desirable, trusted, and competitive in the marketplace. Consumers are becoming increasingly savvy and selective in choosing products, as they can easily compare various offers through digital devices and rely on reviews and ratings before making a purchase. Competition among manufacturers is also getting tougher, as consumers have many choices and utilize data and knowledge to make more informed decisions (Hernawati, 2025).

Based on observational data, local bottled water brands such as Evelio are one example of products that are trying to establish their presence in a highly competitive market. Amidst the dominance of established major brands, local brands such as Evelio face significant challenges in attracting consumer attention and creating loyalty to their products. As a newly developing brand, Evelio strives to offer products with quality equivalent to popular brands on the market, with the hope of meeting consumer needs for practical, safe, and affordable drinking water.

Table 1.

Sales Data for Evelio Brand AMDK Products Period 2019-2023

No.	Year	Total Sales Per Case
1.	2019	246,115
2.	2020	232,326
3.	2021	267,848
4.	2022	256,149
5.	2023	241,229
Total		1,243,667

Source: PT Flobamora Lestari Bersama 2025

During the period from 2019 to 2023, sales per box fluctuated, reflecting market demand instability. The highest sales occurred in 2021 at 267,848 boxes, but this did not last long as sales declined in subsequent years, finally reaching 241,229 boxes in 2023. This pattern shows that despite a temporary increase, the sales trend has tended to decline since 2021. Therefore, an evaluation of

marketing strategies, distribution, and external factors affecting sales performance is needed. The decline in product sales indicates that many consumers are dissatisfied with product quality, and manufacturers are failing to promote their brands, resulting in consumers being less interested and unaware of Evelio brand AMDK products.

Based on preliminary observation data, students, as a customer segment with a good level of education and understanding of the product, likely to be more critical in assessing quality and brand image. They also have a tendency to choose products that meet high quality standards and offer a brand image that matches their preferences and values. Of the 10 students surveyed, 8 stated that they preferred well-known brands of bottled water because of their quality and trust in the brand, while the other 2 stated that they preferred local products such as Evelio because of their more affordable prices and brand image that was closer to the local values they upheld. Therefore, in the context of student consumer tastes, a powerful brand image is crucial for creating a positive impression of the product, while product quality is a determining factor in maintaining loyalty and satisfaction after purchase. On the other hand, price remains a significant consideration, especially for students with limited budgets, so products with competitive pricing without compromising quality have a greater chance of being chosen. In addition, ease of access through extensive distribution channels also influences purchasing decisions, as products that are easily accessible tend to be more quickly recognized and chosen by consumers. The combination of these four factors simultaneously forms the basis of students' considerations in choosing bottled water brands that are relevant to their needs, values, and lifestyles. This shows that students have careful considerations in choosing products, with a focus on quality and brand image that can create trust and satisfaction after use.

Based on the above discussion, solutions that can be taken to enhance consumer satisfaction include conducting studies on the opinions or theories of experts. One of them is Ariandi, (2025) according to that customer contentment is determined by product quality, brand image, price perception, and distribution. The same thing is also explained by Arifianto, (2025) who also state that consumer satisfaction is formed by various factors such as product quality, brand image, and price.

Based on the above opinion, one of the factors contributing to consumer satisfaction is brand image. Brand image can create trust, loyalty, and emotional attachment (Cakranegara & Kurniadi, 2022). Consumers are able to identify a product, assess its quality, reduce risk in the purchasing process, and build a long-term relationship between the product and the consumer. This is supported by various experts, one of whom is Fauzi et al., (2023) who state that a strong and enduring brand image can create trust, loyalty, and emotional attachment to a product or service. Second, the same thing is explained by Fujawati et al., (2024) that through brand image, consumers are able to identify a product, assess its quality, reduce risks in the purchasing process, and derive satisfaction from the uniqueness offered by the product. It can be concluded that a strong brand image can build consumer trust, loyalty, and emotional attachment, reflect positive perceptions that

differentiate the brand from competitors, and help create long-term relationships between the product and end consumers.

Additionally, the elements that influence consumer satisfaction among students are product quality. Product quality itself can increase attractiveness, create added value that meets consumer expectations, differentiate the company's products from competitors, and fulfill customer needs and desires. This is supported by various researchers, one of whom is Galieno & Rahmawati, (2021) who emphasize that the quality of a product can increase its attractiveness because it is able to meet consumer needs and generate satisfaction for them. The same thing is explained by Handoko, (2017) who also states that the role of product quality lies in its ability to create added value that meets consumer expectations, while also differentiating the company's products from competitors, thus becoming an important strategy in winning market competition and increasing customer satisfaction. With these results, it can be said that product quality contributes greatly to increasing consumer appeal and satisfaction because it is able to meet their needs and create added value in line with their expectations. In addition, product quality is also a strategic effort to differentiate products from competitors and dominate business competition.

Another factor that influences consumer satisfaction is price. If the cost and quality are thought to be comparable and benefits received, this will increase consumer perception of value and encourage satisfaction. Price is also a determining factor in purchasing decisions because it reflects the exchange value for the benefits obtained, so that the more accurately the price reflects the quality offered, the higher the satisfaction obtained by consumers. This argument is consistent with the opinions of several academics. One of them, according to claims that a product or service's price, which is the cost or value that customers must pay to receive the advantages of ownership, has a significant impact on how satisfied they are. When the price is considered comparable or reasonable to the quality and benefits received, it can increase the perception of value and ultimately drive consumer satisfaction. In addition, Hidayani & Arief, (2023) states that consumers consider price when making purchases because price reflects the value they exchange for the benefits obtained; therefore, when the price is considered appropriate or comparable to the quality and benefits of the product, this can increase consumer satisfaction.

Finally, consumer satisfaction is also influenced by distribution. With an effective distribution channel, whether through exclusive, selective, or intensive channels, the distribution flow of products and services from manufacturers to users is carried out more precisely, quickly, and easily, so that products can be received according to consumer needs and expectations. This situation not only increases convenience and trust, but also consumer satisfaction with the products and services provided. In addition, selective distribution helps maintain the image of the product through reputable retailers and supports optimal promotion and after-sales service. This statement is consistent with the views of a number of experts, one of which is expressed by Jumriani et al., (2019) that distribution channels are a series of important marketing initiatives in the procedure by which goods and services are transferred from producers to consumers, where accuracy, speed, and ease in the distribution process will ensure that products arrive according to consumer needs

and expectations, thereby driving increased consumer satisfaction with the products and services provided. Marganda & Hasyim, (2025) also state that with effective distribution, whether through exclusive, selective, or intensive channels, companies can ensure that products are available on time and easily accessible to consumers, thereby increasing convenience, trust, and ultimately consumer satisfaction with the product.

Based on the above explanation, this study is also in line with several experts, one of which is Moksaka & Rahyuda, (2026) customer satisfaction levels have been shown to be positively (2.819) and significantly (0.000) impacted by product quality. This implies that these results show that customer satisfaction will be achieved when the quality of Vans shoes meets their expectations. Customer satisfaction with Vans shoes increases in line with the quality provided. The same is explained by Puspitasari & Andri, (2024) that consumer happiness is positively (4.563) and significantly (0.000) impacted by product quality. Based on the research results, the hypothesis test shows that customer satisfaction increases as product quality improves. This confirms that the product quality variable plays an important role in increasing customer satisfaction.

The background description encourages researchers to conduct a study using the title "The Effect of Brand Image on Consumer Satisfaction with Evelio Brand Bottled Water (A Case Study of Economics Education Students at Nusa Cendana University)".

METHODS

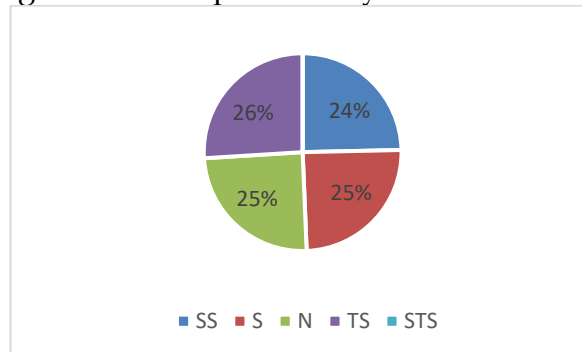
In order to analyze the impact of brand image, product quality, price, and distribution on consumer satisfaction with Evelio brand bottled water, this study was carried out quantitatively using a survey method as a data collecting tool. The scope of this study focused on the behavior and assessment of Economics Education students at Nusa Cendana University, with objects in the form of measurable variables described through operational definitions, namely indicators of brand image, product quality, price, distribution, and consumer satisfaction measured using a Likert scale. This study was conducted from July until completion at the Economics Education Study Program, FKIP, Nusa Cendana University, Kupang. A sample of 219 responses was collected from 485 students in the research population using the Slovin formula with a 5% margin of error. Questionnaires, documentation tools, and SPSS 27 for data processing were used as the main tools. The data analysis employed multiple linear regression.

RESULTS AND DISCUSSION

Variable Description

The following are the findings of the brand image descriptive analysis;

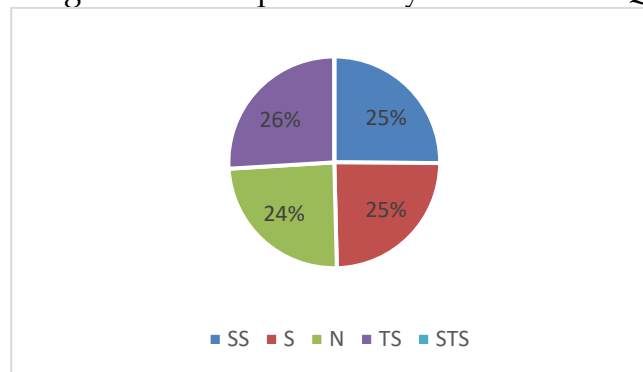
Figure 2. Descriptive Analysis of Brand Image



Based on Figure 2, 49% of respondents showed a tendency to strongly agree or agree that *brand image* can increase consumer satisfaction.

The following are the findings from the descriptive study of product quality;

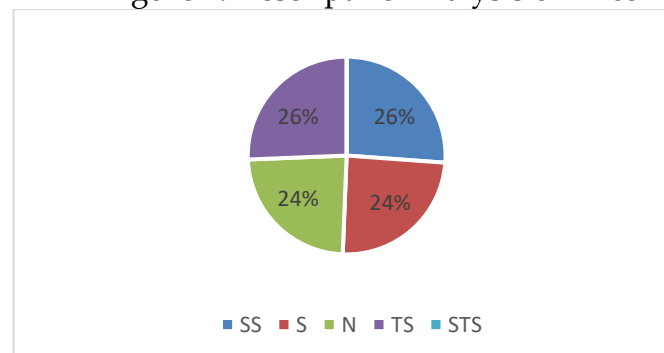
Figure 3. Descriptive Analysis of Product Quality



Based on Figure 3, 50% of respondents agreed or strongly agreed that product quality can increase customer satisfaction.

The following are the findings of the price descriptive analysis

Figure 4. Descriptive Analysis of Price



Based on Figure 4, 50% of respondents tended to agree or strongly agree that price can increase customer satisfaction.

Data Analysis Techniques

The following table illustrates the results of multiple linear regression analysis generated from the processing of this research data.

Table 2 Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.890	2.008		1.439	0.152
Brand Image	0.336	0.039	0.399	8.531	0.000
Product Quality	0.346	0.045	0.358	7.664	0.000
Price	0.327	0.038	0.395	8.513	0.000
Distribution	0.353	0.046	0.356	7.660	0.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS 27 data processing

The regression analysis results show that the constant of 2.890 indicates that the level of consumer satisfaction is moderate even without the influence of independent variables. With a significance value of 0.000, all independent variables brand image ($\beta = 0.336$), product quality ($\beta = 0.346$), pricing ($\beta = 0.327$), and distribution ($\beta = 0.353$) have a positive and significant impact on customer satisfaction. Evelio's high customer satisfaction is directly related to improvements in brand image, product quality, price suitability, and product distribution.

Hypothesis Testing

A partial test (t-test) was performed in light of these findings to investigate the effects of each independent variable independently on the dependent variable.

Table 3 T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.890	2.008		1.439	0.152
Brand Image	0.336	0.039	0.399	8.531	0.000
Product Quality	0.346	0.045	0.358	7.664	0.000
Price	0.327	0.038	0.395	8.513	0.000
Distribution	0.353	0.046	0.356	7.660	0.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS 27 data processing

The findings from the t-test analysis indicate that each independent variable has a significant and positive impact on customer satisfaction. Brand image has a t-value of 8.531 > 1.971 with a significance level of 0.000, product quality has a t-value of 7.664 > 1.971 with a significance level of 0.000, price has a t-value of 8.513 > 1.971 with a significance level of 0.000, and distribution has a t-value of 7.660 > 1.971 with

a significance level of 0.000. Thus, the four variables of brand image, product quality, price, and distribution are proven to significantly increase customer satisfaction.

Next, to determine whether all combined independent factors have a substantial impact, a simultaneous test (F-test) is used.

Table 4 F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	852.923	4	213.231	64.053	.000 ^b
	Residual	712.401	214	3.329		
	Total	1565.324	218			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Distribution, Product Quality, Price, Brand Image

Source: SPSS 27 data processing

Regarding the F test in Table 12, the significance level is 0.000, which is below the threshold of 0.05, and the computed F value is 64.053, which is higher than the table F value of 2.41 ($64.053 > 2.41$). The findings of this study reveal that brand image, product quality, price, and distribution, when assessed together, have a substantial impact on consumer satisfaction. Therefore, the regression model used is proven to be adequate and successful in predicting the level of consumer satisfaction. In this case, the four independent factors all have a substantial effect on raising customer satisfaction at the same time.

The coefficient of determination (R²) value is analyzed to see how well the regression model can explain variance in the dependent variable.

Table 5 Results of the Coefficient of Determination Test (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.738 ^a	0.545	0.536	1.825	

a. Predictors: (Constant), Distribution, Product Quality, Price, Brand Image

b. Dependent Variable: Customer Satisfaction

Source: SPSS 27 data processing

The variables of brand image, product quality, price, and distribution in this model may account for up to 54.5% of the variation in customer satisfaction variables, according to the coefficient of determination test's R Square value of 0.545. The remaining 45.5% is caused by elements not included in this study model.

DISCUSSION

The Effect of Brand Image on Consumer Satisfaction

The analysis results reveal that the brand image variable has a significant (0.000) and positive (0.336) impact on the satisfaction of students in the Economics Education study program. The partial test results also support this, with a t-value of 8.531, It has a significance value of 0.000, below the $\alpha = 0.05$ limit, and surpasses the

t-table of 1.971 ($8.531 > 1.971$). This shows that H1, which claims that brand image significantly and favorably affects students' consumer happiness in the Economics Education study program, is accepted.

According to the aforementioned research findings, reputation and beauty are the two primary elements that impact a positive brand image and raise customer (student) happiness. Reputation is the first factor. Reputation is an important aspect that reflects the brand image of a product. Reputation is formed by two aspects, namely brand reputation among the community and brand quality perception. When the reputation of Evelio products is considered good by consumers, it can form a positive brand image among the target community, thereby increasing trust and strengthening positive perceptions of the brand in the minds of students, which ultimately contributes to increasing their satisfaction. This aligns with the viewpoint of Sitoraus et al., (2025) that consumers are more likely to trust companies with a good reputation, which ultimately strengthens the brand image and increases consumers' tendency to make purchases, thereby increasing satisfaction. In addition to brand reputation, perceptions of brand quality also play an important role in shaping brand image, where positive impressions are formed when consumers interact with high-quality products, ultimately contributing to increased consumer satisfaction (students). This explanation is in line with Nadia, (2026) that with a strong brand image and a high impression of product quality, consumers feel that their anticipations of the brand have been met, thereby fostering satisfaction with the products they use.

In addition to having a good reputation, the second factor is attractiveness. A positive brand image may boost customer (student) satisfaction. Attractiveness itself is a crucial aspect that plays a role in driving increased consumer (student) satisfaction, which is formed by two aspects, namely brand identity and emotional appeal to the brand. The first aspect is demonstrated by the Evelio brand image, which has been successfully built through modern packaging design and attractive visual appearance, thereby establishing a perception of quality, fostering trust in the brand, and ultimately increasing consumer (student) satisfaction in purchasing Evelio mineral water products. This is consistent with Sofiani & Yulia, (2024) study, states that modern and distinctive product packaging is part of the brand image that can attract students to buy and foster satisfaction with the product. In addition to brand identity, emotional appeal to the brand can also shape brand image, thereby influencing consumer (student) satisfaction. This is evident in the appeal of Evelio mineral water, which emphasizes emotional aspects or evokes certain feelings or emotions in consumers (students) compared to other brands. This approach fosters consumer confidence and trust in product quality, ultimately increasing consumer satisfaction (students). This explanation aligns with the opinion of Arjo et al., (2024) that positive perceptions of product quality also create a strong impression on consumers, thereby increasing their trust and satisfaction with the seller. This condition is in line with previous research Fauzi et al., (2023) This implies that brand image has a substantial (0.043) and favorable (2.050) effect on consumer satisfaction.

Based on my analysis, there are several other variables besides brand image that show a significant influence in this study, such as service, brand awareness, and

perceived value, which are still related to brand image. Based on the above explanation, it is known that strengthening brand image can be realized by building a positive brand reputation and increasing the visual appeal of products through modern packaging design and good product quality, thereby fostering trust, creating positive perceptions, and ultimately increasing consumer (student) satisfaction with Evelio mineral water products.

The Effect of Product Quality on Consumer Satisfaction

According to the investigation, the product quality variable has a substantial (0.000) and positive (0.346) effect on the satisfaction of students majoring in Economics Education. This is further supported by the partial test findings, which show a significance of 0.000, which is below the $\alpha = 0.05$ limit, and a t-value of 7.664, which is higher than the t-table value of 1.971 (7.664 > 1.971). This suggests that H2, which claims that the pleasure of students majoring in Economics Education is positively and significantly impacted by product quality, is accepted.

Based on the empirical findings obtained, it can be seen that good product quality can increase consumer satisfaction (students). Product quality is influenced by three main factors, namely durability, facilities, and BPOM requirements, which as a whole can increase consumer satisfaction (students). The first factor can be seen from durability. Good durability reflects that the product quality itself is good, which will increase consumer satisfaction (students). Durability is the extent to which a product maintains its quality over a certain period of time, which is formed by the aspect of product quality stability. In this case, product quality is determined by the stability of Evelio mineral water, which does not show any dynamics or differences over time, making it an important factor in contributing positively to product quality and sales, because this consistency in quality builds consumer trust and ultimately increases consumer satisfaction (students) as product users. This is in line with Kugler's opinion (in Tamara Citra et al., 2021) that business entities that have consistent product quality or do not easily change in producing products can increase sales through consumer (student) satisfaction.

In addition to durability, product quality is also influenced by the facilities owned by Evelio mineral water. Good and adequate facilities will affect the quality of the products produced, thereby contributing to increased consumer satisfaction (students). The facilities in question are the infrastructure and equipment used to carry out production activities, which have two important criteria, namely standardization of the packaging process and the modernity and hygiene of the production facilities. In this case, good standardization of the packaging process ensures and maintains the quality of Evelio mineral water products until they reach consumers, thereby increasing satisfaction with the product. This aligns with the viewpoint of Sihombing et al., (2024) that the use of appropriate packaging is expected to give them the greatest service possible by ensuring that the product quality is maintained until it is received by customers, thereby increasing customer satisfaction. Additionally, the facilities used in the production process of Evelio products are hygienic and modern, supported by advanced equipment and the utilization of materials that satisfy cleanliness standards, thereby shaping product quality and increasing satisfaction. These conditions have a positive impact on the

quality of the products produced, thereby increasing consumer (student) satisfaction. This justification is consistent with Karmila et al., (2019) that in the production process, the quality of products produced with the support of good materials and facilities can run more optimally and save resources, thereby potentially increasing consumer (student) satisfaction.

The final factor is the requirement from the Indonesian Food and Drug Administration (BPOM). The BPOM requirement ensures product quality, thereby enhancing consumer satisfaction. The BPOM requirements in question include BPOM certification aspects related to consumer trust and satisfaction, which ensure that Evelio mineral water is suitable, safe, and meets the quality standards expected by consumers. This is because BPOM certification is a crucial factor in building consumer (student) trust and satisfaction with Evelio mineral water products. This certification shows that the product has passed a series of rigorous tests related to safety, hygiene, quality, and marketability in accordance with government regulations, where the certification process ensures that every product available on the market is safe for consumption and has met high quality standards. With this assurance, consumers become more confident and less hesitant in choosing the product over other uncertified brands. A sense of security and confidence in product quality then leads to higher satisfaction. This explanation is in line with Ariandi, (2025), which states that the presence of a BPOM label on a product can foster consumer trust and expand the marketing area, covering domestic and international markets, as well as increase customer satisfaction. This is consistent with Tooy, (2024) this demonstrates that product quality has a positive (0.178) and substantial (0.000) impact on customer satisfaction..

Based on my analysis, there are several other variables besides product quality that show a significant influence in this study, such as consumer trust, taste, and online shopping transactions, which are still related to product quality. Based on the above explanation, it is known that in an effort to increase consumer satisfaction (students), businesses must focus on three main aspects of product quality, namely maintaining product durability to remain stable, ensuring hygienic production facilities and modern, and maintaining BPOM certification as a guarantee of product quality and safety, so as to strengthen consumer trust and satisfaction with Evelio mineral water.

The Influence of Price on Customer Satisfaction

Data analysis reveals that the price variable has a significant (0.000) and positive (0.327) effect on the satisfaction of students enrolled in the Economics Education study program. The partial test findings, with a t-value of 8.513, which is higher than the t-table value of 1.971 (8.513 > 1.971) and a significance value of 0.000, which is lower than the threshold value of $\alpha = 0.05$, further corroborate this. This indicates the acceptance of H3, which states that the satisfaction of Economics Education students is greatly influenced by the price aspect.

Based on the above research results, the optimal price can increase consumer (student) satisfaction. Price is influenced by three main factors, namely the extent to which the price is comparable to product quality, the competitive level of the price, and the affordability of the price for consumers, which in turn can increase consumer

(student) satisfaction. The first factor is price suitability. Good price suitability likely to have a favorable effect on growing consumer satisfaction (students) with Evelio mineral water products. Price suitability itself is the level of balance between the costs incurred by consumers and the benefits provided by a product, which is formed by two main aspects, namely the consistency of quality with the price offered and the utility value of the product. In this context, the suitability between price and product quality can reflect appropriate pricing and indicate that the price offered is considered commensurate with the benefits or utility received by consumers, ultimately increasing consumer (student) satisfaction. Products made from Evelio mineral water are said to cost, consistent with the taste quality received by students, thereby creating satisfaction with the product. This justification aligns with the viewpoint of Setyo, (2017) that when the cost is reasonable given the product's quality, most consumers show satisfaction.

Additionally, the utility value of a product can also contribute to its price, thereby increasing consumer (student) satisfaction. This is evident in the alignment between the benefits received by consumers and the price paid, where products perceived as high-value make consumers feel that the price paid is justified. As a result, consumers feel satisfied because they obtain optimal benefits in accordance with the costs incurred. This explanation is in line with Prior Martianto et al., (2023) that customer perceived value arises from individual assessments of the benefits and costs or prices incurred, as well as the extent to which the product is able to meet their needs and expectations so that their satisfaction can increase.

Furthermore, the second factor is price competitiveness. Price competitiveness can increase consumer (student) satisfaction. The competitiveness referred to is the ability of a product to offer competitive prices compared to similar products, which is formed by the aspect of price competitiveness with similar products. In this case, when Evelio's price competitiveness is compared with similar products and is considered better because it offers equivalent or even higher benefits at a relatively affordable price, consumer (student) satisfaction with the price paid for Evelio mineral water products will also increase. This result aligns with the viewpoint of Gede et al., (2025) that prices that represent the utility and benefits of products received by consumers will increase their level of satisfaction.

Finally, the third factor is price affordability. Price affordability is one of the indicators of price that can increase consumer (student) satisfaction. Price affordability itself is a factor shaped by the aspect of price suitability with students' purchasing power. In this case, the suitability between the selling price of an item and the purchasing power of students can influence the price, where students not only feel that the price paid is commensurate with the benefits obtained, but are also encouraged to make repeat purchases, which in turn increases their overall satisfaction. This result aligns with the viewpoint of Cakranegara & Kurniadi, (2022) that a product or service's cost should take the customer's capacity to buy it into account; thus, the right pricing can attract consumer interest while influencing their purchasing power so that consumer satisfaction increases. This is consistent with the study conducted by Çelik et al., (2019) which shows that the price variable contributes positively (3.232) and significantly (0.002) to consumer satisfaction.

Based on my analysis, there are several other variables besides price that show a significant influence in this study, such as promotion, emotional, and digital marketing, which are still related to price. Based on the above explanation, it is known that in an effort to increase consumer (student) satisfaction, companies need to establish pricing strategies that consider the suitability between price and product quality, maintain price competitiveness, and adjust prices to consumer purchasing power, so that the prices offered are not only considered reasonable and valuable, but also able to encourage repeat purchases and increase satisfaction with Evelio mineral water products.

The Influence of Distribution on Consumer Satisfaction

The analysis output shows that the distribution variable has a significant (0.000) and positive (0.353) effect on student satisfaction with the Economics Education study program. The partial test findings with a t-value of 7.660, which is higher than the t-table value of 1.971 ($7.660 > 1.971$), and a significance value of 0.000, which is lower than the threshold value of $\alpha = 0.05$, further corroborate this. These findings support H4, which claims that student happiness with the Economics Education study program is significantly and favorably impacted by the distribution variable.

In light of this study's findings, good distribution can increase consumer (student) satisfaction. Three elements affect distribution: product availability in all locations, widespread distribution, and ease of acquisition, which can increase consumer (student) satisfaction. The first factor is product availability in all locations, which can increase consumer (student) satisfaction. Product availability in all locations is one of the factors shaped by product accessibility for consumers. This factor is reflected in the availability of products in various locations, which highlights the ease of access to Evelio mineral water. With wide distribution and packaging designed to be easily carried anywhere, this product contributes to increased consumer satisfaction (students). This description supports the statement by Zahid & Marlana, (2024) that practical packaging is one of the innovations that can increase sales value and implicitly support consumer satisfaction.

In addition to products being available everywhere, the second factor is widespread distribution. Widespread distribution can also increase consumer (student) satisfaction. Widespread distribution itself is defined as a factor formed by the geographical coverage of distribution. In this case, geographically extensive distribution allows products to be more easily accessed by consumers (students) in various locations. With this comprehensive distribution, students can obtain products more easily without having to face difficulties in finding them, thereby directly increasing their satisfaction with the product. This is in line with the opinion of Yuliyanto, (2020) that with extensive distribution, the marketing process becomes smoother and easier because it plays a role in distributing products and services from producers to consumers, so that their use can be in line with consumer needs in terms of variety, quantity, price, place, and time, which ultimately leads to consumer satisfaction.

Furthermore, the third factor is ease of acquisition. This factor gives a good impression of distribution, which can increase consumer (student) satisfaction.

Acquisition ease is the degree to which products can be accessed and understood by consumers and influences distribution, which is formed by two aspects, namely ease of product access and availability of information. In this case, the first aspect is the ease of product access, which influences distribution, thereby increasing consumer (student) satisfaction. 's explanation shows the extent to which consumers can easily find and obtain products without encountering obstacles. This includes ease of reaching sales locations, product availability in various stores or outlets, and convenience in the purchasing process, so that consumers can meet their needs quickly and efficiently, thereby increasing consumer (student) satisfaction. This explanation is in line with the opinion of Putri, (2024) that making it easier for consumers to access products can increase the efficiency of the distribution process, where the easier it is to find products in various places, the higher the level of consumer satisfaction. Furthermore, the availability of information can shape distribution so that consumer (student) satisfaction increases. This occurs because complete and easily accessible information makes it easier for consumers to find out the location, availability, and characteristics of products, so that they can obtain products more quickly and accurately, which ultimately increases satisfaction with the product. This justification aligns with the viewpoint of Prasetya L et al., (2021) that easily obtained information plays a role in expanding product distribution, which ultimately drives an increase in consumer satisfaction levels. This statement is consistent with Prasetya, (2016), This demonstrates that the distribution variable significantly (0.009) and favorably (2.660) affects customer satisfaction.

Based on my analysis, there are several other variables besides distribution that show a significant influence in this study, such as location, marketing mix, and brand experience, which are still related to distribution. Based on the above explanation, it is known that in order to increase consumer (student) satisfaction, companies need to strengthen their distribution strategies by ensuring that products are available in various locations, expanding their geographical distribution reach, and facilitating access to and information about products, so that consumers can obtain Evelio mineral water quickly, practically, and efficiently, which will ultimately increase satisfaction and loyalty to the product.

The Influence of Brand Image, Product Quality, Price, and Distribution on Consumer Satisfaction

From the F test, the calculated F value is 64.053 and the significance value is 0.000, Which meets the standard because the value is lower than 0.05. This shows how independent factors, such as brand image, product quality, price, and distribution, have a substantial impact on the dependent variable, consumer satisfaction. The results of the coefficient of determination test, which shows an R-squared value of 0.545, reinforce this. This demonstrates that 54.5% of the variance in the Consumer Satisfaction variable in this model can be attributed to the variables of brand image, product quality, pricing, and distribution. Variables outside the purview of this study model cause the remaining 45.5%.

According to the aforementioned data, consumer happiness is influenced by brand image, product quality, pricing, and distribution is reflected in good brand reputation, modern and hygienic production facilities, the balance between price and

quality of goods received, and product availability in various locations. The combination of these four indicators is able to form a positive perception of the brand, foster consumer trust, and provide convenience in obtaining products, thereby ultimately contributing to increased consumer (student) satisfaction with Evelio mineral water products. This is in line with the opinion of Nurul & Mulyowahyudi, (2019) that a positive brand image fosters consumer trust and pride, supported by product quality that meets expectations, prices that are commensurate with the value received, and smooth and easily accessible distribution, thereby increasing the convenience and ease of purchase, which can increase consumer satisfaction.

These findings suggest that a combination of a powerful brand image, consistent product quality, pricing that is commensurate with product value, and wide and accessible distribution is an effective strategy for increasing customer satisfaction. These four factors synergistically create a positive perception of the brand, strengthen consumer trust, and facilitate access to the product, thereby potentially encouraging student loyalty and preference for Evelio mineral water.

CONCLUSION

The results of the analysis indicate that all research variables – brand image, product quality, price, and distribution – have a positive and significant effect on consumer satisfaction. The stronger the brand image, the higher the product quality, the more appropriate the pricing, and the easier the distribution provided by Evelio, the greater the level of satisfaction experienced by consumers. Collectively, these four variables account for 54.5% of the variance in consumer satisfaction, while the remaining 45.5% is explained by other factors beyond the scope of this study. These findings confirm that the four variables are key determinants in enhancing consumer satisfaction with Evelio bottled mineral water. Based on these findings, several recommendations can be proposed. Evelio should consistently maintain and improve product quality to meet consumer expectations and strengthen trust. Enhancing brand image through effective promotional strategies and positive brand positioning is also essential to attract and retain customers. In terms of pricing, the company should ensure that prices remain competitive and aligned with the perceived value of the product. Additionally, improving distribution efficiency by ensuring product availability in strategic and easily accessible locations, particularly around university environments, will further increase consumer satisfaction. Future research is recommended to explore other variables, such as service quality, lifestyle, or consumer trust, to provide a more comprehensive understanding of the factors influencing consumer satisfaction.

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