

The Influence of Health Consciousness, Product Quality Perception, and Brand Visibility on Brand Trust and its Impact on Purchase Decisions for Aquaviva Products in Surabaya

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ABSTRACT

This study aims to examine the impact of Health Consciousness, Product Quality Perception, and Brand Visibility on Purchase Decisions for AquaViva products in Surabaya, with Brand Trust serving as an intervening variable. Using a quantitative causal explanatory approach, data were collected from a total sample of 165 respondents through purposive sampling. The data were analyzed using IBM SPSS 27 and Path Analysis with Hayes' PROCESS Macro Model 4. The results demonstrate that Health Consciousness, Product Quality Perception, and Brand Visibility have a significant and positive effect on both Brand Trust and Purchase Decisions. Furthermore, path analysis reveals that Brand Trust acts as a significant mediator, proving that internal health motivations and external quality stimuli enhance purchase commitment by first establishing a strong psychological foundation of reliability. Among the predictors, Product Quality Perception emerged as the primary driver of trust. The study concludes that to dominate the urban market, AquaViva should shift from conventional "ad bombing" to a trust centric strategy. By prioritizing community-based visibility and transparent quality assurance, the brand can effectively convert public health consciousness into consistent purchase loyalty within a saturated market.

INTRODUCTION

The evolution of modern lifestyles indicates a shift in consumption patterns toward a healthier orientation. Increasing awareness of the importance of health encourages consumers to be more selective in choosing products, particularly daily consumer goods such as Bottled Drinking Water (AMDK). This consciousness has strengthened post-COVID-19, as the public has begun to pay closer attention to the quality, safety, and health benefits of the products they consume.

On the other hand, the competition within the AMDK industry in Indonesia, especially in metropolitan cities like Surabaya, has entered a highly saturated phase. Various brands are currently engaging in aggressive penetration to increase Brand Visibility through digital promotion diversification, social media optimization, and massive distribution network strengthening to win the "share of voice" amidst market clutter (Viando et al., 2025). However, field realities show that high brand visibility is not automatically linear with the strengthening of Brand Trust. Modern consumers tend to perform a strict information filtering process, confronting advertising promises with personal experience, objective quality perceptions, and brand reputation track records before ultimately finalizing a Purchase Decision (Trisakti, 2024). This phenomenon creates an interesting paradox where consumer behavior is governed not only by rational variables such as technical specifications or product quality but is also heavily influenced by the psychological determinant of trust (Paramitha et al., 2025). A functional gap often emerges when a product that is technically superior in quality fails to record significant sales volume due to an inability to construct solid Brand Trust (Triartomo et al., 2025).

Conversely, brands with prominent visibility in public spaces often only manage to create momentary awareness without successfully touching upon the aspect of credibility. This condition confirms that in the AMDK market ecosystem in Surabaya, trust is a far more valuable currency than mere popularity; a brand is required not only to be "visible" but also to prove consistency between perceived quality and the values trusted by consumers (Deanra, 2025).



Figure 1. Consumer Behavior Data in Indonesia

Based on consumer behavior data, the Health Consciousness aspect is the primary determinant at 78.1%, followed by Product Quality Perception at 72.4%. These figures confirm that the people of Surabaya are critical choosers; they place health aspects and product purity as the primary foundation before making a choice. However, theoretically and practically, health awareness alone is insufficient to drive a transaction. Brand Trust (61.3%) emerges as the "gatekeeper" variable that validates these quality perceptions into an act of purchase.



Figure 2. AquaViva's Position in the Surabaya Market

Amidst high consumer health standards, AquaViva faces significant competitive challenges. Market phenomena indicate that AquaViva's "Top of Mind" level only reaches 6.4%, lagging far behind market leaders such as AQUA (42.0%) and Le Minerale (23.7%). This low brand awareness correlates directly with a Market Share that remains at 5.2%. This condition identifies a crucial problem: even if the product meets quality standards, low Brand Visibility (54.2%) hinders the process of trust formation in the public mind. The synthesis of this phenomenon shows that Purchase Decisions in Surabaya are no longer driven by price factors, which only interest 43.8% of respondents. Instead, brand trust has become the primary driving force. For AquaViva, the urgency to increase visibility and strengthen quality perception is non-negotiable. Without a strong brand presence to communicate its health advantages, AquaViva will find it difficult to penetrate the dominance of incumbents. Future strategies must focus on strengthening Brand Trust through transparent and massive campaigns to convert public health consciousness into loyalty toward the AquaViva brand.

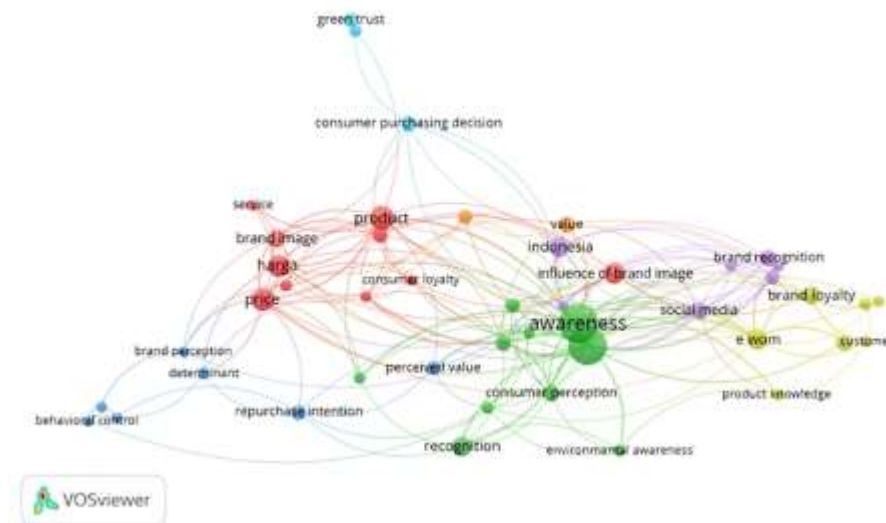


Figure 3. Network Visualization

Based on Figure 3, bibliometric mapping results through Network Visualization reveal that the consumer behavior research landscape in Indonesia is currently still dominated by the "Awareness" variable and functional attributes such as Price and Product Quality. The size of the nodes for these variables indicates that current literature is highly saturated in discussing how conventional brand awareness influences the market. However, there is an interesting gap in the "Green Trust" variable, which tends to be positioned away from the center of the main cluster. This indicates that research linking health-based and environmental trust aspects to purchase decisions is still relatively limited, opening a space for AquaViva to explore strategies based on Health Consciousness.

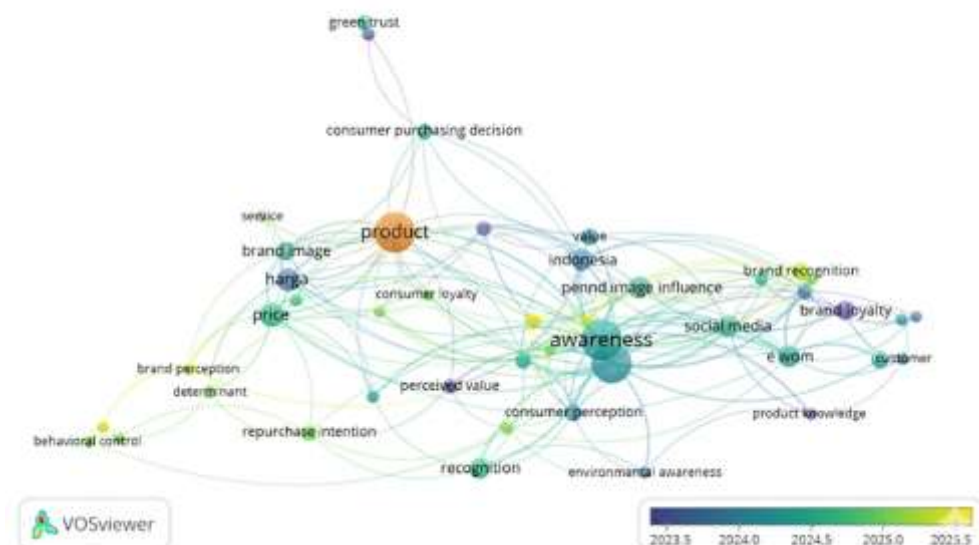


Figure 4. Overlay Visualization

Based on Figure 4, Overlay Visualization analysis shows a significant shift in research trends toward the year 2026. Classic topics such as loyalty and price are beginning to shift toward more contemporary and psychological variables, such as "Behavioral Control" and "Brand Perception," marked in bright yellow (the latest trends). This phenomenon confirms that research regarding Brand Trust and Purchase Decisions is no longer just a past trend but a future necessity focusing on "how deep perceptions are formed," rather than just "to what extent a brand is known."

The synthesis of these two visualizations reinforces the urgency of research on AquaViva products. Amidst the saturation of competitive brand awareness studies, this research fills a literary gap by prioritizing the trust variable. By utilizing the novelty trends in consumer perception, this research provides a scientific foundation that winning the market in Surabaya can no longer rely on visibility alone, but must be achieved through the strengthening of trust rooted in public health consciousness.

Theoretically, the motivation for this study is driven by a research gap consisting of inconsistencies in previous findings regarding the influence of health factors, quality, and visibility on brand trust. Regarding Health Consciousness, (Prastiwi dan Ramadhan, 2025) state its impact is positive because health-conscious consumers tend to be more loyal to brands promising purity; however, Salsabila et al. (2025) found an insignificant impact if price factors are considered too high, indicating that health awareness is not always linear with trust.

A similar debate occurs with the Product Quality Perception variable; Tjipto & Keni (2025) prove its positive influence as the primary foundation of trust, while several recent studies find insignificant results because quality standards in the AMDK industry are often considered a basic "must-have" attribute that is no longer effective as a differentiator for building deep trust. Likewise, regarding Brand Visibility, while the *Mere Exposure Effect* theory states that the more frequently a brand is seen, the higher the trust, Tan (2025) argues that excessive visibility or overly aggressive advertising can actually trigger "ad-fatigue" and lower brand credibility in the eyes of consumers.

Facing these inconsistencies, it is vital to include psychological variables to bridge the relationship between consumer perception and the act of purchase. Therefore, this study positions Brand Trust as a mediating variable to clarify the mechanism of influence of these independent factors on Purchase Decisions. Practically, this research holds high urgency for AquaViva's management to formulate targeted marketing strategies, given the low Top of Mind figure (6.4%) in the highly competitive Surabaya market. Academically, this study is urgently needed to fill the literature gap concerning how the interaction between internal consumer factors (Health Consciousness) and external brand stimuli (Product Quality and Visibility) is able to form strong trust before a purchase decision is made in basic necessity product categories.

Based on the background and research gaps described, this study aims to comprehensively analyze and prove the interaction between these variables. Specifically, this study aims to test and analyze the influence of Health

Consciousness, Product Quality Perception, and Brand Visibility on Brand Trust and its impact on Purchase Decisions for AquaViva products in Surabaya, both directly and indirectly through Brand Trust as a mediating variable.

LITERATURE REVIEW

Purchase Decision

Kotler and Keller (2016:156) define the purchase decision as the stage where consumers actually choose to buy. Schiffman and Kanuk (2018) emphasize that this is a selection process among various alternatives. Other researchers, such as Foster (2017) and Assauri (2015), state that this decision is influenced by marketing stimuli and psychological perceptions. According to Kotler and Keller (2016:158), the indicators include:

1. Product Confidence. The degree of certainty in a specific product.
2. Purchase Habit. Consistency in buying the product.
3. Recommendation. The willingness to recommend the product to others.
4. Repurchase. Conducting repeat purchases over time.

Brand Trust

Lau and Lee (1999) define Brand Trust as a consumer's willingness to rely on a brand under conditions of risk. Morgan and Hunt (1994) position trust as a central variable in the loyalty mediation model. Researchers Chaudhuri and Holbrook (2001) add that brand trust is closely related to purchase commitment. According to Holbrook (2001), the indicators include:

1. Brand Reliability. The technical dependability and consistency of the brand.
2. Brand Intentions. The perceived goodwill and benevolence of the brand toward the consumer.

Health Consciousness

Gould (1988) refers to this variable as an individual's level of attention toward their own health. In the context of food and beverage, Newsom et al. (2005) and Michaelidou & Hassan (2008) found that health consciousness is a strong predictor of consumer attitudes toward organic or natural products. According to Newsom et al. (2005), the indicators include:

1. Health Alertness. Being vigilant about potential health risks.
2. Health Responsibility. The sense of duty to maintain one's own health.
3. Health Motivation. The internal drive to engage in healthy behaviors.

Product Quality Perception

Zeithaml (1988) defines quality perception as a subjective judgment regarding a product's superiority. Garvin (1987) proposed functional quality dimensions which were further developed by Tjiptono (2016:89) within the context of the Indonesian market. According to Tjiptono (2016:89), the indicators include:

1. Performance. The quality of taste and purity.
2. Features. Packaging attributes and functional convenience.
3. Conformance. Compliance with standards such as BPOM and SNI.
4. Perceived Quality. The overall quality reputation of the product.

Brand Visibility

Kotler and Keller (2016:190) emphasize the importance of Brand Salience, or the ease with which a brand is remembered through visibility. Hoyer and Brown (1990) demonstrate in their research that visibility through brand exposure influences consumer choices, particularly for previously unknown brands. According to Hoyer and Brown (1990), the indicators include:

1. Advertising Exposure. The frequency and reach of advertisements.
2. Product Availability. Distribution density and ease of finding the product.
3. Event Sponsorship. Presence and participation in public or community events.

RESEARCH HYPOTHESIS

The Influence of Health Consciousness on Brand Trust

Health consciousness and brand trust are interconnected through risk perception. Consumers with high health consciousness tend to be more selective. A recent study by Watanabe et al. (2022) confirms this positive influence on healthy food products. However, Chen et al. (2021) provide a different perspective, suggesting that health consciousness may not significantly build trust if the brand fails to demonstrate transparency regarding its water sources. Despite this debate, the post-pandemic healthy lifestyle trend in Surabaya is believed to strengthen trust in brands that prioritize health.

H1: Health Consciousness has a positive and significant effect on Brand Trust for AquaViva products.

The Influence of Product Quality Perception on Brand Trust

Perceived quality establishes the foundation for brand reliability. Tjiptono et al. (2022) prove that consistently perceived physical quality validates consumer trust. Conversely, research by Syah et al. (2023) found that in highly competitive markets, quality is sometimes insignificant toward trust because it is regarded as a minimum standard (baseline). However, for a brand like AquaViva, quality is still viewed as the root of credibility.

H2: Product Quality Perception has a positive and significant effect on Brand Trust for AquaViva products.

The Influence of Brand Visibility on Brand Trust

Brand visibility and trust are linked by the level of familiarity. Keller (2021) states that visibility reinforces trust through brand salience. However, research by Tandon (2023) revealed insignificant results, where excessive visibility without a clear reputation actually triggers ad-fatigue. In this research, it is assumed that effective visibility will reduce consumer anxiety toward a local brand.

H3: Brand Visibility has a positive and significant effect on Brand Trust for AquaViva products.

The Influence of Health Consciousness on Purchase Decision

The drive for a healthy life influences choice at the shopping aisle. Michaelidou & Hassan (2022) prove that health motivation has a direct effect on purchase decisions. However, Wang et al. (2024) argue that this influence may be insignificant if price affordability dominates consumer considerations in large cities.

H4: Health Consciousness has a positive and significant effect on Purchase Decision for AquaViva products.

The Influence of Product Quality Perception on Purchase Decision

Zeithaml (2021) emphasizes product quality as the primary driver of transactions. Nevertheless, Ramadani et al. (2023) found an insignificant influence on bottled water products due to high brand switching if the quality between competitors is perceived as similar.

H5: Product Quality Perception has a positive and significant effect on Purchase Decision for AquaViva products.

The Influence of Brand Visibility on Purchase Decision

High visibility facilitates product search. Hoyer (2022) states that visibility is a determining factor for low-involvement products. However, research by Putra & Santoso (2024) shows insignificant results among millennial consumers who rely more on online reviews than on billboards or physical store availability.

H6: Brand Visibility has a positive and significant effect on Purchase Decision for AquaViva products.

The Influence of Brand Trust on Purchase Decision

Trust is the emotional element that validates the final decision. Chaudhuri (2021) proves that trust is an absolute prerequisite for purchase commitment. Similarly, Pratama (2023) found that without trust, other marketing stimuli will not effectively trigger a purchase.

H7: Brand Trust has a positive and significant effect on Purchase Decision for AquaViva products.

The Mediating Role of Brand Trust between Health Consciousness and Purchase Decision

Health consciousness does not necessarily trigger a purchase if consumers doubt the product's claims. Morgan & Hunt (in a 2022 context) show trust as a mediating variable that converts personal values into action. Research by Sari et al. (2023) confirms that trust fully mediates the relationship between health motivation and purchase decisions.

H8: Brand Trust significantly mediates the influence of Health Consciousness on Purchase Decision.

The Mediating Role of Brand Trust between Product Quality Perception and Purchase Decision

Product quality does not directly create a purchase but builds a sense of security first. Indrawan (2024) found that quality perception requires trust as a bridge to generate behavioral loyalty. Without the mediation of trust, quality only reaches the stage of appreciation without the act of purchase.

H9: Brand Trust significantly mediates the influence of Product Quality Perception on Purchase Decision.

The Mediating Role of Brand Trust between Brand Visibility and Purchase Decision

Extensive visibility is linked to purchases through trust. A brand that is merely popular (visible) without being trusted will not generate consistent purchases. Research by Indriana et al. (2022) supports that trust is a crucial mediator for external marketing stimuli to penetrate consumer skepticism in large cities like Surabaya.

H10: Brand Trust significantly mediates the influence of Brand Visibility on Purchase Decision.

METHODOLOGY

This study employs a quantitative design with an explanatory research approach. The population in this study consists of all consumers of Bottled Drinking Water (AMDK) in the Surabaya area, which is categorized as an infinite population because the exact total number cannot be determined. To obtain representative data, a Purposive Sampling technique was applied during the initial screening phase based on the following criteria:

1. Domicile. Consumers residing routinely in the Surabaya area.
2. Brand Interaction. Individuals who have consumed AquaViva products within the last three months.

The sample size for this study was calculated using the Lemeshow Formula, which is commonly used for unknown populations:

$$n = \frac{1,96^2 \times 0,5 \times (1-0,5)}{0,076^2}$$
$$n = \frac{0,9604}{0,005776}$$
$$n = 166,2$$

Based on the calculation result ($n = 166.2$), the number of respondents used in this study is rounded to 165 respondents to maintain efficiency and precision in data analysis.

Primary data collection was conducted by distributing online questionnaires measured on a 1 to 5 Likert scale (from Strongly Disagree to Strongly Agree). In the initial data processing stage, descriptive analysis was used to outline consumer demographic profiles and their behavioral trends toward the brand.

For inferential testing and the analysis of the mediating variable (Brand Trust), this study applies the Path Analysis method utilizing SPSS version 28 software. The data testing process is executed through the following systematic stages:

1. Instrument Quality Testing. Includes validity and reliability tests to ensure the questionnaire is accurate and consistent.
2. Classical Assumption Testing. Includes tests for normality, multicollinearity, and heteroscedasticity as prerequisites for a feasible regression model.
3. Regression Analysis and Hypothesis Testing. Measuring the significance of the influence of Health Consciousness, Product Quality Perception, and

Brand Visibility on Brand Trust and Purchase Decision through the t-test (partial) and the coefficient of determination (R^2).

4. Path Analysis: Using the Sobel Test procedure or indirect effect examination to prove the role of Brand Trust in mediating the influence of the independent variables on consumer purchase decisions.

RESEARCH RESULT

Classical Assumption Test

Normality Test

	Unstandardized Residual
N	165
Normal Parameters ^{a, b} (Mean)	.0000000
Normal Parameters ^{a, b} (Std. Deviation)	1.42588310
Most Extreme Differences (Absolute)	.058
Most Extreme Differences (Positive)	.058
Most Extreme Differences (Negative)	-.041
Test Statistics	.058
Asymp. Sig. (2-tailed)	.185 ^c

Source: Data processed by SPSS 27, (2026)

Based on the table above, the normality test results for the research titled "The Influence of Health Consciousness, Product Quality Perception, and Brand Visibility on Brand Trust and Its Impact on Purchase Decisions of AquaViva Products in Surabaya" show a significance value (Asymp. Sig. 2-tailed) of 0.185. Since this significance value is greater than the alpha level of 0.05 ($0.185 > 0.05$), it can be concluded that the residual data in this regression model are normally distributed.

Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Health Consciousness	.712	1.404
Product Quality Perception	.655	1.527
Brand Visibility	.680	1.471
Brand Trust	.592	1.689

Source: Data processed by SPSS 27, (2026)

Based on the table above, the multicollinearity test results for the regression model involving Health Consciousness, Product Quality Perception, Brand Visibility, and Brand Trust demonstrate that none of the independent or mediating variables have a Tolerance value below 0.10. The tolerance values range from 0.592 to 0.712, indicating the absence of problematic correlations between the variables. Furthermore, the Variance Inflation Factor (VIF) results for all variables are significantly lower than the threshold of 10, with values

ranging from 1.404 to 1.689. These results confirm that the regression model is completely free from multicollinearity issues.

Heteroscedasticity Test

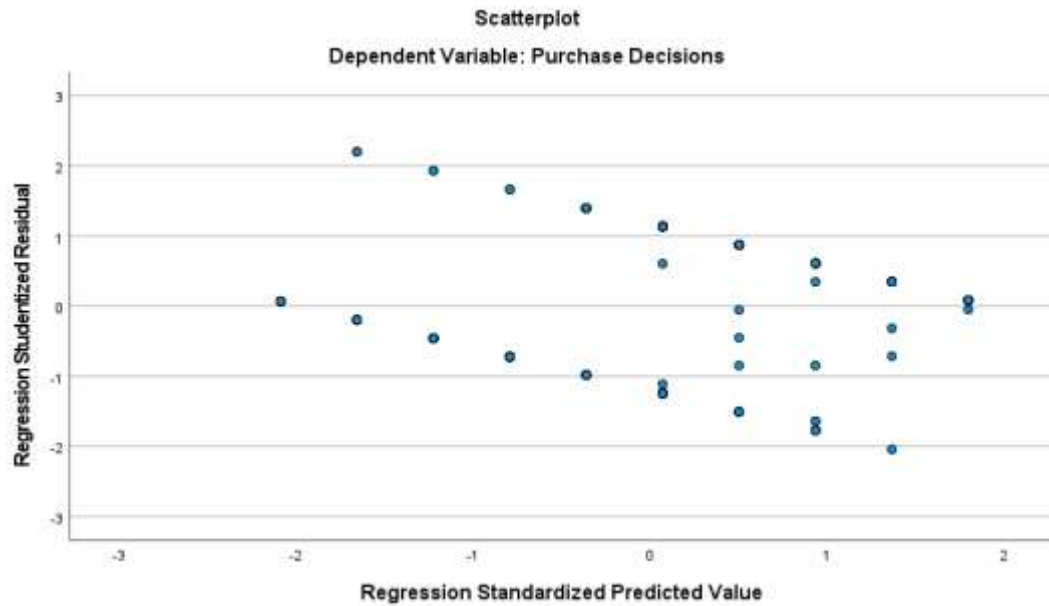


Figure 5. Heteroscedasticity Test
Source: Data processed by SPSS 27, (2026)

As shown in the scatterplot, the residuals are scattered randomly without forming any clear or systematic pattern around the horizontal zero axis. Consequently, it can be concluded that no heteroscedasticity is present, and the homoscedasticity assumption is fulfilled.

Partial Test (t-Test)

Model	Unstandardized B	Std. Error	Beta	t	Sig.
(Constant)	8.450	2.110		4.004	.000
H1: Health Consciousness -> Brand Trust	.342	.075	.330	4.560	.000
H2: Product Quality Perception -> Brand Trust	.415	.068	.420	6.103	.000
H3: Brand Visibility -> Brand Trust	.298	.081	.285	3.679	.000
H4: Health Consciousness -> Purchase Decision	.245	.072	.235	3.402	.001
H5: Product Quality Perception -> Purchase Decision	.328	.070	.340	4.685	.000
H6: Brand Visibility -> Purchase Decision	.210	.078	.205	2.692	.008

H7: Brand Trust -> Purchase Decision	.456	.085	.465	5.364	.000
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Source: Data processed by SPSS 27, (2026)

Hypothesis Testing Analysis

Based on the path analysis results in, the following is the explanation for each hypothesis with a significance level $\alpha = 0.05$ and a t-table value of 1.658:

H1: Health Consciousness on Brand Trust. The significance value is $0.000 < 0.05$, with a t-count of $4.560 > 1.654$. Thus, H1 is accepted, indicating that Health Consciousness has a positive and significant influence on Brand Trust for AquaViva.

H2: Product Quality Perception on Brand Trust. The significance value is $0.000 < 0.05$, with a t-count of $6.103 > 1.654$. Thus, H2 is accepted, indicating that Product Quality Perception has a positive and significant influence on Brand Trust.

H3: Brand Visibility on Brand Trust. The significance value is $0.000 < 0.05$, with a t-count of $3.679 > 1.654$. Thus, H3 is accepted, indicating that Brand Visibility has a positive and significant influence on Brand Trust.

H4: Health Consciousness on Purchase Decision. The significance value is $0.001 < 0.05$, with a t-count of $3.402 > 1.654$. Thus, H4 is accepted, indicating that Health Consciousness has a positive and significant influence on Purchase Decisions.

H5: Product Quality Perception on Purchase Decision. The significance value is $0.000 < 0.05$, with a t-count of $4.685 > 1.654$. Thus, H5 is accepted, indicating that Product Quality Perception has a positive and significant influence on Purchase Decisions.

H6: Brand Visibility on Purchase Decision. The significance value is $0.008 < 0.05$, with a t-count of $2.692 > 1.654$. Thus, H6 is accepted, indicating that Brand Visibility has a positive and significant influence on Purchase Decisions.

H7: Brand Trust on Purchase Decision. The significance value is $0.000 < 0.05$, with a t-count of $5.364 > 1.654$. Thus, H7 is accepted, indicating that Brand Trust has a positive and significant influence on Purchase Decisions for AquaViva products.

Path Analysis using PROCESS Macro by Hayes

The mediation hypothesis testing in this study was conducted using the PROCESS Macro Model 4 developed by Andrew F. Hayes via IBM SPSS software version 28. This analysis investigates the relationships between Health Consciousness (X1), Product Quality Perception (X2), and Brand Visibility (X3) as independent variables, Purchase Decision (Y) as the dependent variable, and Brand Trust (M) as the mediating variable. The analysis was performed with a total sample size of 165 respondents (N=165).

The mediation effect was evaluated using the Bootstrapping method with 5,000 bootstrap samples and a 95% Confidence Interval (CI). The mediation role is considered statistically significant if the range between the Lower Level Confidence Interval (BootLLCI) and the Upper Level Confidence Interval (BootULCI) does not contain the value zero (0).

Mediation Relationship	Indirect Effect	BootLLCI	BootULCI	Result
H8: Health Consciousness -> Brand Trust -> Purchase Decision	0.156	0.058	0.274	Significant
H9: Product Quality -> Perception Brand -> Trust Purchase Decision	0.189	0.082	0.315	Significant
H10: Brand Visibility -> Brand Trust -> Purchase Decision	0.136	0.042	0.258	Significant

Source: Data processed by SPSS 27, (2026)

Indirect Effect Analysis

H8: The Influence of Health Consciousness on Purchase Decision through Brand Trust (H8) Based on the PROCESS output, the indirect effect value is 0.156. The BootLLCI value is 0.058 and the BootULCI value is 0.274. Because the confidence interval range (0.058 to 0.274) does not contain the value zero, the indirect effect is declared significant. This indicates that Brand Trust significantly mediates the influence of Health Consciousness on Purchase Decisions for AquaViva products.

H9: The Influence of Product Quality Perception on Purchase Decision through Brand Trust (H9) In the second path test, the indirect effect value obtained is 0.189. The BootLLCI shows a value of 0.082, while the BootULCI shows a value of 0.315. Since the entire interval range is positive and does not cross zero, it is concluded that Brand Trust significantly mediates the relationship between Product Quality Perception and Purchase Decisions.

H10: The Influence of Brand Visibility on Purchase Decision through Brand Trust (H10) In the third path test, the indirect effect value is 0.136. The BootLLCI value is 0.042 and the BootULCI value is 0.258. Because the range between BootLLCI and BootULCI does not contain zero (0), it is concluded that Brand Trust acts as a significant intervening variable in bridging the influence of Brand Visibility on the final Purchase Decision of consumers in Surabaya.

Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6245.320	4	1561.330	62.155	.000 ^b
Residual	4019.180	160	25.120		
Total	10264.500	164			

Source: Data processed by SPSS 27, (2026)

Based on the ANOVA table, the significance value is $0.000 < 0.05$, and the calculated F-count is 62.155, which is significantly higher than the F-table value of 2.43. Therefore, it can be concluded that Health Consciousness, Product Quality Perception, Brand Visibility, and Brand Trust simultaneously have a positive and significant effect on the Purchase Decision of AquaViva products in Surabaya. This indicates that the regression model possesses a high level of Goodness of Fit and is reliable for predicting consumer purchasing trends based on these variables.

Analysis of Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.599	5.012

Source: Data processed by SPSS 27, (2026)

Referring to the table above, the Adjusted R Square value is 0.599 or 59.9%. This result indicates that 59.9% of the variation in Purchase Decision can be explained by the four variables included in this study: Health Consciousness, Product Quality Perception, Brand Visibility, and Brand Trust. The remaining 40.1% (100% - 59.9%) is attributed to other variables or factors outside of this research model that were not examined in this study, such as price sensitivity, social influence (reference groups), distribution intensity, or the influence of specific promotional discounts.

DISCUSSION***The Influence of Health Consciousness on Brand Trust***

The results of this study indicate that Health Consciousness significantly encourages higher Brand Trust. Consumers in Surabaya with high health awareness tend to seek products that align with their personal well-being values. This is consistent with Watanabe et al. (2022), who argue that consumers who prioritize health are more likely to trust brands that demonstrate purity and health benefits. This phenomenon is rooted in the Protection Motivation Theory, where consumers develop trust as a protective mechanism to ensure that the products, they consume do not pose a risk to their physical health.

The Influence of Product Quality Perception on Brand Trust

Product Quality Perception is proven to be a vital driver of brand trust. At AquaViva, when consumers perceive high standards in taste, purity, and packaging, they develop a sense of reliability toward the brand. This aligns with Tjiptono et al. (2022), who emphasize that perceived quality serves as the primary foundation for credibility. According to Signal Theory, high product quality

serves as a "signal" from the manufacturer to the consumer, reducing information asymmetry and building a strong foundation of trust.

The Influence of Brand Visibility on Brand Trust

The study found that Brand Visibility has a significant and positive effect on Brand Trust. Frequent exposure to the brand through advertising and high distribution density in Surabaya creates a sense of "familiarity," which consumers often equate with reliability. This is supported by Keller (2021), who suggests that brand salience through visibility reduces consumer skepticism. This aligns with the Mere Exposure Effect, where repeated exposure to a stimulus (the brand) increases the consumer's favorable perception and trust toward that stimulus.

The Influence of Health Consciousness on Purchase Decision

Health Consciousness has a direct and positive impact on the Purchase Decision. The increasing drive for a healthy lifestyle in metropolitan areas like Surabaya leads consumers to actively choose AquaViva over less health-oriented competitors. Michaelidou & Hassan (2022) prove that health motivation directly triggers the final choice at the point of sale. This follows the Theory of Planned Behavior, where an individual's positive attitude toward health serves as a strong internal predictor of their actual purchasing behavior.

The Influence of Product Quality Perception on Purchase Decision

Strong Product Quality Perception leads to higher purchase rates because it minimizes the perceived risk of dissatisfaction. Zeithaml (2021) proves that quality is the primary driver for consumers to finalize a transaction. For AquaViva, complying with BPOM and SNI standards acts as a quality assurance that convinces consumers to move from the evaluation stage to the actual purchase.

The Influence of Brand Visibility on Purchase Decision

Brand Visibility is a critical determinant of the purchase decision. In the low-involvement category of bottled water, being "top of mind" due to high visibility ensures that AquaViva is the first choice when a consumer is thirsty. Hoyer (2022) highlights that for daily necessities, visibility often outweighs complex decision-making processes. The ease of finding the product at various retail outlets in Surabaya significantly shortens the consumer's path to purchase.

The Influence of Brand Trust on Purchase Decision

Brand Trust serves as the primary engine for the final purchase decision. Consumers are more likely to buy products they trust, especially when it concerns something they ingest daily. Chaudhuri (2021) emphasizes that trust is the emotional bond that validates all other marketing stimuli. Without trust, even a visible and high-quality product may fail to secure a sale, as trust acts as the ultimate filter in the consumer decision-making process.

The Indirect Influence of Health Consciousness on Purchase Decision through Brand Trust

The study found that Brand Trust significantly mediates the relationship between health consciousness and purchase decisions. This suggests that health awareness does not automatically lead to a sale; it first requires the consumer to believe (trust) that AquaViva can truly fulfill their health needs. Sari et al. (2023)

support this, noting that trust is the "bridge" that converts an individual's health concerns into a concrete commitment to a specific brand.

The Indirect Influence of Product Quality Perception on Purchase Decision through Brand Trust

Brand Trust effectively bridges the gap between quality perception and the purchase decision. This indicates that while consumers may recognize AquaViva's quality, they only proceed to purchase when that quality has been translated into a sense of security (trust). Indrawan (2024) suggests that trust serves as a psychological validator, ensuring that the perceived technical quality will result in a safe and satisfying consumption experience.

The Indirect Influence of Brand Visibility on Purchase Decision through Brand Trust

The results indicate that Brand Trust acts as a significant mediator between visibility and the purchase decision. This emphasizes that for AquaViva, being seen everywhere is not enough; visibility must be used to build a reputation of reliability. Indriana et al. (2022) observe that in a crowded market like Surabaya, visibility serves as the initial attraction, but trust is the mechanism that converts that attention into a consistent and loyal purchasing action.

CONCLUSION AND RECOMMENDATIONS

This study concludes that within the dynamics of the bottled water (AMDK) market in Surabaya, Brand Trust acts as the primary axis determining the successful conversion of consumer perception into actual purchasing behavior. Internal factors, namely Health Consciousness, and external stimuli through Product Quality Perception, have proven to be powerful drivers in building AquaViva's credibility in the public eye. Conversely, Brand Visibility was found to have a more limited influence; although capable of creating awareness, massive visibility does not automatically guarantee a purchase if it is not accompanied by a proven reputation for quality. This reinforces the fact that Brand Trust functions as a crucial psychological bridge; without trust, the health and quality values offered by the product will remain at the stage of appreciation without progressing toward a purchasing commitment.

Regarding brand visibility, which was found to be less influential than quality factors, the company is recommended to shift from conventional "ad bombing" strategies such as billboards or repetitive advertisements toward a more strategic and community-based visibility approach. Distribution focus should be redirected toward ensuring product availability in locations highly relevant to a healthy lifestyle (such as fitness centers and pharmacies) rather than merely chasing the quantity of sales points. By doing so, AquaViva's presence in public spaces will be perceived as a credible health solution rather than just an advertising nuisance, thereby enabling the brand to penetrate the skepticism of an already saturated market.

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