



**ANALYSIS OF FACTORS INFLUENCING THE DECISION TO PURCHASE
YAKULT PROBIOTIC DRINK IN KARAWANG REGENCY****Mutiara¹****Universitas Buana Perjuangan Karawang, Indonesia**mn21.mutiara@mhs.ubpkarawang.ac.id**Citra Savitri²****Universitas Buana Perjuangan Karawang, Indonesia**citrasavitri@ubpkarawang.ac.id**Syifa Pramudita Fadilla³****Universitas Buana Perjuangan Karawang, Indonesia**syifa.pramudita@ubpkarawang.ac.id

Abstract

Public awareness of a healthy lifestyle continues to increase, especially in big cities in Indonesia, thus influencing their consumption patterns, including in choosing health drinks such as Yakult. This fermented milk product is increasingly in demand because of its probiotic content which is considered beneficial for health. However, with the many choices on the market, consumers are becoming more selective and considering various factors such as price, quality, promotion, brand image, and perception of health benefits. PT Yakult Indonesia Persada, as a pioneer of fermented milk products, continues to maintain its reputation by setting competitive prices, maintaining quality, strengthening promotions, and building a positive product image and perception. This study aims to analyze the factors that influence Yakult purchasing decisions in Karawang Regency. The study was conducted quantitatively using a survey method of 140 Yakult consumer respondents. The analysis used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The results showed that price, product quality, promotion, brand image, and perception of

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health benefits had a positive and significant effect on Yakult purchasing decisions. These findings indicate the importance of a comprehensive strategy in maintaining consumer loyalty.

Keywords: Yakult, Probiotic Drink, Purchasing Decision



INTRODUCTION

PT Yakult Indonesia Persada is a manufacturing company engaged in the production of fermented milk drinks. The advertising message strategy for Yakult in Indonesia is attractively designed, featuring visual elements such as movement and dance that convey joy and health. The dynamic visuals and the use of communicative language aim to instill the perception that consuming Yakult has a positive impact on daily life, particularly in maintaining physical fitness and overall health. The quality of Yakult products has been proven through the various health benefits they offer.

According to Kotler and Keller (2009:356), as cited in (Authors & Gunawan, 2017), purchasing decisions are influenced by various marketing stimuli, including product, price, distribution channels, and promotion. In this context, promotion is one form of marketing communication. Marketing communication refers to a series of activities carried out by a company to deliver information, influence, persuade, and remind potential consumers about the existence of the company and its products.

Pricing policy plays a very important role in a product's marketing strategy. This is because price is the only element in the marketing mix that directly generates revenue for the company or organization. Therefore, it is undeniable that price has a crucial role both in influencing consumer decisions and in maintaining the company's competitiveness in a competitive market environment (Kotler and Keller, 2009) in (Authors & Gunawan, 2017).).

On the other hand, the product is the core element of all marketing activities, as it is the final result of a company's or business entity's production process aimed at meeting the needs and desires of the target market. Therefore, it



is important for a product to have advantages over similar products, especially in terms of quality. Product quality is one of the determining factors in consumers' purchasing decision-making process.

In addition, with the implementation of a promotional mix, purchasing decisions can be significantly influenced, as companies can introduce their products, persuade, recommend, and convince consumers to make purchases. If a company executes the promotional mix correctly and effectively, consumers will become more familiar with the offered products, thereby increasing the likelihood that they will decide to purchase them (Authors & Gunawan, 2017)

According to Kazmi and Mehmood (2020) in (Savitri et al., 2021), a positive brand image plays a vital role in adding value for consumers. Conversely, if a brand has a poor image, it can negatively impact consumer perception and potentially reduce their interest in making a purchase.

Meanwhile, (Nishwa, 2018) states that perception is one of the main psychological factors influencing consumer purchasing decisions. Perception can be defined as the way an individual views and evaluates something. People may have similar or different perspectives on an object depending on how they understand and respond to their environment.

Based on the Top Brand Award data from 2022, 2023, and 2024, Yakult was recorded as the only fermented milk drink product that consistently earned the Top Brand title. During this period, Yakult consistently scored above 80%, indicating its dominance over competitors such as Cimory, Vitacharm, and Calpico.



Table 1.

Top Brand Data for Packaged Fermented Milk Drinks, 2022–2024

Packaged Branded Fermented Milk Drinks			
Brand	Year		
	2022	2023	2024
Yakult	91.30%	87.00%	81.80%
Calpis	7.50%	11.00%	17.10%
Vitacharm	1.20%	1.50%	1.10%
Yoyic	0.70%	0.70%	0.60%
Cimory	0.30%	0.30%	0.40%

Source: www.topbrand-award.com

Based on Table 1, Yakult has earned the Top Brand title for three consecutive years (2022–2024) with consumer recognition and trust levels exceeding 70%. In Karawang Regency, growing health awareness has driven the expansion of the probiotic drink market, including Yakult. However, the understanding of the factors influencing consumer purchasing decisions for this product remains limited. This study aims to analyze the influence of price, product quality, promotion, brand image, and perceived health benefits on the purchase decision of Yakult in Karawang. The results are expected to provide insights for readers and contribute to the development of marketing theory, particularly in the context of health products in Indonesia.

LITERATURE REVIEW

Marketing Management

According to Philip Kotler and Kevin Lane Keller, marketing management is a process that involves planning and executing various activities such as concept development, pricing, promotion, and product distribution in order to create exchanges that fulfill the objectives of individuals and organizations.

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Meanwhile, Kotler and Armstrong define marketing management as a blend of art and science in selecting target markets and building profitable relationships with them (Keller, 2016).

Consumer Behavior

According to Hasan (2013) in (Khafidin, 2020), consumer behavior is the process involved when individuals or groups select, purchase, use, or organize products, services, ideas, or experiences to satisfy their needs and desires. Sunyoto (2012) in (Khafidin, 2020) defines consumer behavior as the activities of individuals involved in acquiring and using goods or services, including decision-making in preparation for those activities.

Price

According to Kotler and Keller (2016), as translated by Bob Sobran and cited by Kualitas et al., (2022), price is defined as the amount of money that consumers must pay to acquire a product or service, or the value exchanged by consumers for the benefits gained from owning or using the product or service.

Product Quality

According to Wijaya (2011) in (Latour, 2018), product quality is the overall combination of a product's characteristics formed through marketing processes, production engineering, and maintenance, enabling the product to meet consumer expectations.

Promotion

According to (Syahputra, 2019), promotion, as stated by Kotler, is an activity carried out by a company to highlight the advantages of a product in order to attract the interest of target consumers to make a purchase.

**Brand Image**

Rahman (2013:182) in (Pasaribu, 2022) defines brand image as the perception or opinion formed in the consumer's mind when recalling a particular product. According to Schiffman and Kanuk (2000), cited in (Susanto & Cahyono, 2021), brand image is a set of associations about a brand stored in the consumer's memory.

Perceived Health Benefits

Davis (1989), in (Artina, 2021), defines perceived usefulness as an individual's belief that using a technology or product is beneficial for improving performance.

Purchase Decision

According to Schiffman and Kanuk in (Suwarman, 2020), a decision is defined as the act of choosing between two or more available alternatives. In this context, a consumer intending to make a choice must have several options to consider.

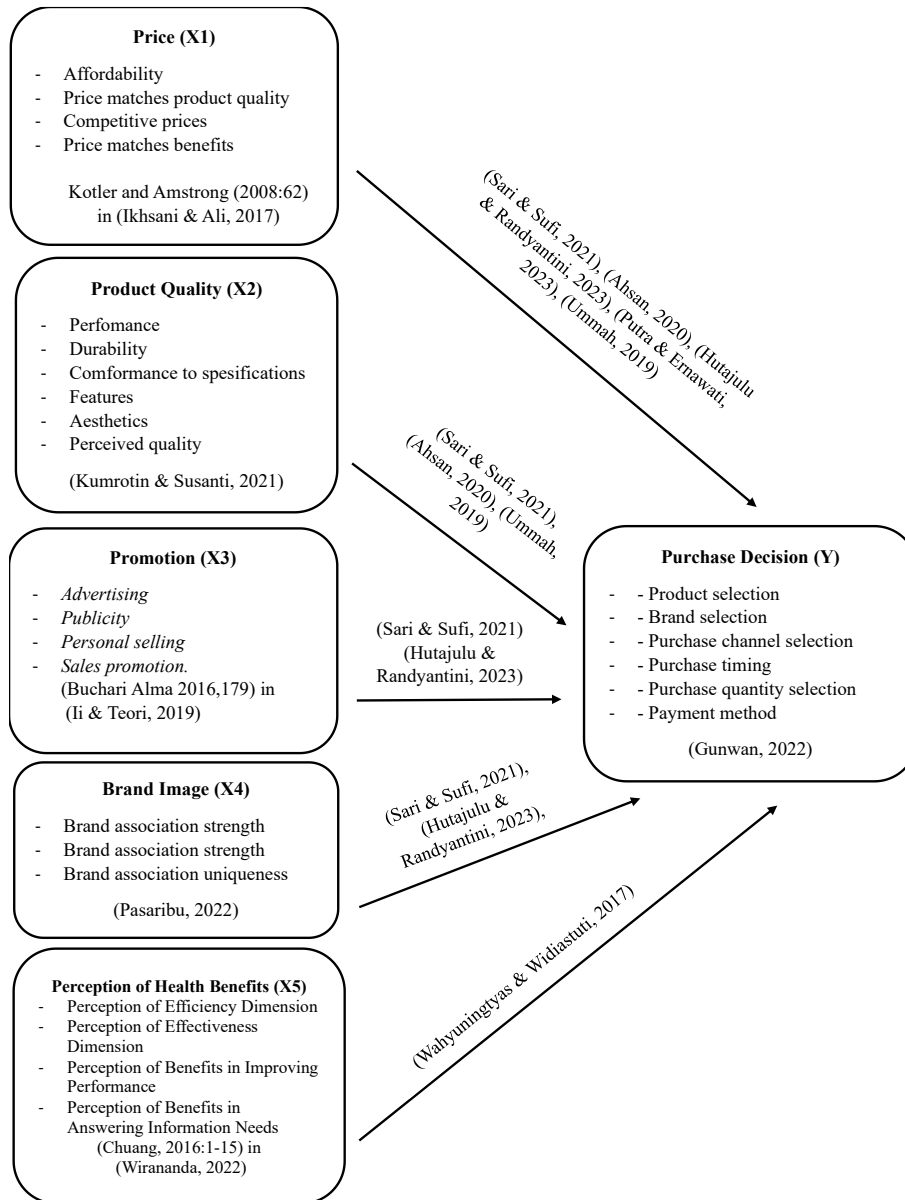


Figure 1. Research Paradigm

RESEARCH METHOD

This study aims to analyze the factors that influence the purchase decision of Yakult probiotic drinks in Karawang Regency using a quantitative approach, which involves the collection and analysis of numerical data to obtain scientific



information Purwanto et al., (2021), as cited in (Savitri et al., 2021). The focus of this research includes factors such as price, product quality, promotion, brand image, and perceived health benefits.

Data collection was conducted through an online survey using a questionnaire distributed to consumers aged 18 and above who are potential Yakult buyers at supermarkets in Karawang. The research sample was selected using purposive sampling, in which respondents were chosen based on specific criteria relevant to the research objectives.

The sample size refers to the theory of Joseph F. Hair (2014:100), as cited in (Savitri & Maemunah, 2021), which recommends multiplying the number of indicators by 5. In this study, there are 28 indicators, so the minimum required sample size is $28 \times 5 = 140$ samples.

The distribution of the sample will be based on criteria such as age, gender, and educational level to ensure diversity and adequate representation of the studied population. Data were collected using a Likert scale questionnaire (1 to 5) to measure perceptions of the independent variables and purchase decision as the dependent variable. The analysis method used is Structural Equation Modeling - Partial Least Squares (SEM-PLS) to test the relationships among variables. This research is expected to provide insights into the factors influencing Yakult purchase decisions in Karawang Regency.

RESULTS AND DISCUSSION

Respondent

The study was conducted with 140 respondents from diverse backgrounds in terms of age, gender, education, monthly income, and frequency of Yakult



purchases. The majority of respondents were aged 18–25 years (66 people), male (72 people), had a high school/vocational education (51 people), earned between IDR 3,000,000 and IDR 5,000,000 monthly (71 people), and purchased Yakult twice a week (64 people).

Evaluation of Measurement Models (Outer Model)

Indicator Reliability

Outer loading

The first step in evaluating the outer model is to check the outer loading values. A higher value indicates greater similarity, with a minimum accepted value of 0.7 (Hair et al., 2022). The results are shown in the table below:

Table 2.
Outer loading

	Brand Image (X4)	Price (X1)	Purchase Decision (Y)	Product Quality (X2)	Perception of Health Benefits (X5)	Promotion (X3)
X1.1		0.761				
X1.2		0.758				
X1.3		0.750				
X1.4		0.770				
X2.1				0.779		
X2.2				0.711		
X2.3				0.768		
X2.4				0.741		
X2.5				0.779		
X2.6				0.770		
X2.7				0.719		
X3.1						0.763
X3.2						0.791
X3.3						0.754



X3.4		0.804
X4.1	0.795	
X4.2	0.805	
X4.3	0.833	
X5.1		0.779
X5.2		0.856
X5.3		0.801
X5.4		0.803
Y.1	0.830	
Y.2	0.836	
Y.3	0.826	
Y.4	0.823	
Y.5	0.838	
Y.6	0.846	

Source: SmartPLS4 Output Results (2024)

Based on the results of the convergent validity test shown in the table, it can be concluded that all indicators have an outer loading value ≥ 0.70 . Therefore, all indicators in this study meet the established criteria.

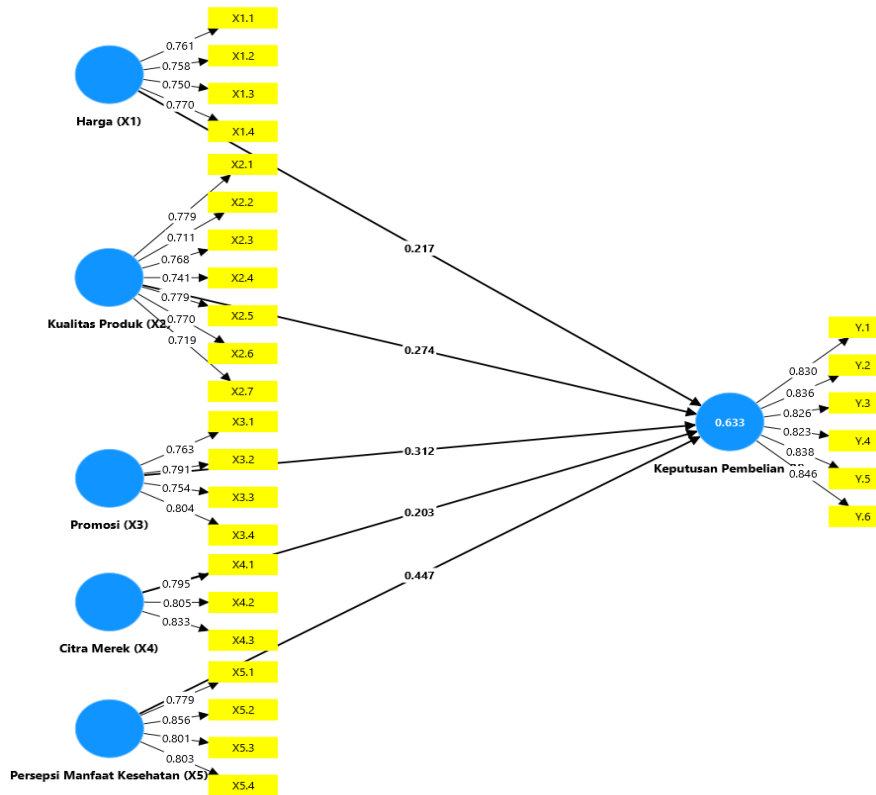


Figure 2.

SEM-PLS Output Results

Cronbach’s Alpha and Composite Reliability (Internal Consistency Reliability)

The next test on the outer model is internal consistency reliability, using Cronbach's alpha and composite reliability. Both should exceed 0.6, according to (Hair et al., 2022).

Table 2.

Cronbach’s Alpha and Composite Reliability (Internal Consistency Reliability)

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Brand Image (X4)	0.744	0.759	0.852	0.658
Price (X1)	0.757	0.758	0.845	0.577
Purchase Decision (Y)	0.912	0.913	0.932	0.694



Product Quality (X2)	0.874	0.889	0.901	0.567
Perception of Health Benefits (X5)	0.825	0.826	0.884	0.656
Promotion (X3)	0.783	0.785	0.860	0.606

Source: SmartPLS4 Output Results (2024)

The test results in the table show that all latent variables meet the reliability test criteria, as indicated by Cronbach's alpha and composite reliability values exceeding 0.6. Therefore, all latent variables are considered reliable after meeting all measurement criteria.

Convergent Validity (AVE)

Convergent validity is tested by Average Variance Extracted (AVE). According to (Hair et al., 2022), if AVE > 0.5, the variable explains over 50% of its indicators' variance. All variables exceed 0.50 AVE, indicating good convergent validity. The Purchase Decision (Y) has the highest AVE of 0.694, showing better indicator clarity.

Discriminant Validity

Discriminant validity tests how well a variable differs from others using methods like the Fornell-Larcker criterion, cross-loading, and HTMT (Hair et al., 2022). The Fornell-Larcker criterion requires the square root of AVE to be greater than the highest correlation with other variables, as shown in the table.

Table 4.
Fornell-Larcker criterion

	Brand Image (X4)	Price (X1)	Purchase Decision (Y)	Product Quality (X2)	Perception of Health Benefits (X5)	Promotion (X3)
Brand Image (X4)	0.811					
Price (X1)	0.036	0.760				



Purchase Decision (Y)	0.397	0.404	0.833			
Product Quality (X2)	-0.011	0.605	0.450	0.753		
Perception of Health Benefits (X5)	0.061	0.013	0.432	-0.069	0.810	
Promotion (X3)	0.522	0.029	0.477	0.250	-0.034	0.778

Source: SmartPLS4 Output Results (2024)

Based on the table, the square root of AVE for each variable exceeds its correlation with other variables, meeting the Fornell-Larcker criterion. Another criterion is cross-loading, where the outer loading of an indicator to its variable should be higher than its loading to other variables. These values are shown in the table.

Table 5.
Cross loading

	Brand Image (X4)	Price (X1)	Purchase Decision (Y)	Product Quality (X2)	Perception of Health Benefits (X5)	Promotion (X3)
X1.1	0.105	0.761	0.297	0.430	-0.089	0.079
X1.2	-0.088	0.758	0.278	0.441	0.031	-0.096
X1.3	-0.021	0.750	0.337	0.426	0.065	-0.013
X1.4	0.110	0.770	0.310	0.539	0.024	0.109
X2.1	-0.031	0.465	0.348	0.779	-0.118	0.185
X2.2	-0.032	0.494	0.253	0.711	-0.101	0.109
X2.3	0.063	0.483	0.355	0.768	-0.036	0.147
X2.4	0.024	0.421	0.303	0.741	-0.110	0.217
X2.5	-0.063	0.458	0.333	0.779	-0.023	0.213
X2.6	0.044	0.454	0.454	0.770	0.038	0.264
X2.7	-0.122	0.423	0.241	0.719	-0.068	0.128
X3.1	0.446	0.128	0.362	0.212	-0.106	0.763
X3.2	0.422	-0.007	0.352	0.203	-0.004	0.791
X3.3	0.385	0.003	0.366	0.194	-0.028	0.754
X3.4	0.375	-0.030	0.401	0.172	0.028	0.804



X4.1	0.795	-0.025	0.262	0.011	0.089	0.349
X4.2	0.805	0.069	0.316	0.002	0.004	0.488
X4.3	0.833	0.033	0.373	-0.033	0.060	0.424
X5.1	0.048	0.020	0.340	-0.025	0.779	-0.064
X5.2	0.015	0.007	0.366	-0.076	0.856	-0.042
X5.3	0.060	0.018	0.342	-0.083	0.801	-0.032
X5.4	0.076	-0.003	0.352	-0.039	0.803	0.028
Y.1	0.301	0.361	0.830	0.308	0.380	0.336
Y.2	0.371	0.288	0.836	0.403	0.358	0.461
Y.3	0.392	0.366	0.826	0.381	0.330	0.466
Y.4	0.313	0.246	0.823	0.285	0.392	0.393
Y.5	0.296	0.380	0.838	0.397	0.371	0.335
Y.6	0.306	0.377	0.846	0.462	0.336	0.384

Source: SmartPLS4 Output Results (2024)

The table shows that outer loadings exceed cross-loadings, meeting the criteria. The heterotrait-monotrait ratio (HTMT) should not exceed 0.9, as values above 0.9 indicate weak discriminant validity (Hair et al., 2022).

Table 6. Heterotrait Monotrait Ration (HTMT)

	Brand Image (X4)	Price (X1)	Purchase Decicion (Y)	Product Quality (X2)	Perception of Health Benefits (X5)	Promotion (X3)
Brand Image (X4)						
Price (X1)	0.159					
Purchase Decicion (Y)	0.471	0.483				
Product Quality (X2)	0.110	0.744	0.483			
Perception of Health Benefits (X5)	0.110	0.092	0.500	0.116		
Promotion (X3)	0.679	0.156	0.561	0.291	0.091	

Source: Output Results SmartPLS4 (2024)



All HTMT values are below 0.9, confirming that discriminant validity is met. Each variable is distinct and represents a unique phenomenon in the model. Thus, all indicators meet the criteria for discriminant validity.

Evaluasi Inner Model (Structural Model Assessment)

The next step is evaluating the structural (inner) model by testing collinearity, relationship significance, explanatory power, and predictive ability (Hair et al., 2022).

Assess the structural model for collinearity issues (VIF)

Collinearity occurs when two or more independent variables are highly correlated. It is detected using the Variance Inflation Factor (VIF); if $VIF < 5$, the model is free from collinearity issues and suitable for further analysis.

Table 7.
VIF Value

	VIF
X1.1	1.484
X1.2	1.507
X1.3	1.344
X1.4	1.473
X2.1	1.879
X2.2	1.682
X2.3	2.020
X2.4	1.742
X2.5	1.896
X2.6	1.772
X2.7	1.764
X3.1	1.511
X3.2	1.635
X3.3	1.461



X3.4	1.589
X4.1	1.574
X4.2	1.490
X4.3	1.416
X5.1	1.585
X5.2	2.088
X5.3	1.750
X5.4	1.707
Y.1	2.415
Y.2	2.330
Y.3	2.235
Y.4	2.291
Y.5	2.428
Y.6	2.473

Source: SmartPLS4 Output Results (2024)

As shown in the table, all VIF values are below 5, indicating no collinearity issues. Thus, the inner model is considered to be generally good.

Assess The Significance and Relevance of The Structural Model Relationships, Path Coefficient, and T Value

This stage assesses the strength and significance of variable relationships using path coefficients and t-values. A t-value above 1.95 indicates significance at the 5% level (Hair et al., 2022).

Table 8.
Path Coefficient and t Value

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Brand Image (X4) -> Purchase Decision (Y)	0.203	0.200	0.076	2.663	0.008



Price (X1) -> Purchase Decision (Y)	0.217	0.217	0.073	2.985	0.003
Product Quality (X2) -> Purchase Decision (Y)	0.274	0.273	0.085	3.210	0.001
Perception of Health Benefits (X5) -> Purchase Decision (Y)	0.447	0.444	0.102	4.376	0.000
Promotion (X3) -> Purchase Decision (Y)	0.312	0.309	0.082	3.818	0.000

Source: SmartPLS4 Output Results (2024)

Brand Image, Price, Product Quality, Perceived Health Benefits, and Promotion all significantly influence Purchase Decision, with Perceived Health Benefits having the strongest effect. Assess the model’s explanatory power

R-Square Value

The third step in evaluating the structural model is assessing its explanatory power, typically measured by R². A higher R² indicates better predictive ability of the model. The R² results are shown in the following table.

Table 9.
R-Square Value

	R-square	R-square adjusted
Purchase Decision (Y)	0.633	0.620

Source: SmartPLS4 Output Results (2024)

The R-Square value for Purchase Decision (Y) is 0.633, indicating that 63.3% of the variability in purchase decisions is explained by the independent variables in the model. The adjusted R-Square value (0.620) is also close,



suggesting that the model is not overfitting.

Price → Purchase Decision

With a path coefficient of 0.217, a t-statistic of 2.985, and a p-value of 0.003, the result indicates that price significantly affects purchase decisions. This highlights the importance of setting competitive prices or those perceived as appropriate by consumers in influencing purchase decisions. This finding supports previous research by Sari & Sufi (2021), Ahsan (2020), Hutajulu & Randyantini (2023), Putra & Ernawati (2023), and Ummah (2019), which stated that price influences the purchase decision of Yakult probiotic drinks.

Product Quality → Purchase Decision

With a path coefficient of 0.274, t-statistic of 3.210, and p-value of 0.001, this shows that product quality positively and significantly influences purchase decisions. This indicates that consumers tend to choose products they believe have high quality. This finding is consistent with research by Sari & Sufi (2021), Ahsan (2020), and Ummah (2019), which suggests that product quality influences the purchase decision of Yakult probiotic drinks.

Promotion → Purchase Decision

With a path coefficient of 0.312, t-statistic of 3.818, and p-value of 0.000, this shows that promotional activities have a strong and positive impact on purchase decisions. This indicates the effectiveness of promotions in boosting sales by attracting interest and prompting consumer purchases. This finding supports the research of Sari & Sufi (2021) and Hutajulu & Randyantini (2023), which highlights the influence of promotions on the purchase decision of Yakult probiotic drinks.

**Brand Image → Purchase Decision**

With a path coefficient of 0.203, t-statistic of 2.663, and p-value of 0.008, this shows that brand image has a positive and significant influence on purchase decisions. This reinforces the idea that a strong and positive brand image increases the likelihood that consumers will choose the product. This finding supports research by Sari & Sufi (2021), Hutajulu & Randyantini (2023), and Ummah (2019), which stated that brand image influences the purchase decision of Yakult probiotic drinks.

Health Benefits Perception → Purchase Decision

With a path coefficient of 0.447, a t-statistic of 4.376, and a p-value of 0.000, this shows a highly significant effect of health benefits perception on purchase decisions. This reinforces that consumers who believe the product offers significant health benefits are more likely to make a purchase. This finding supports research by Wahyuningtyas & Widiastuti (2017), which indicated that the perception of benefits affects purchase decisions.

CONCLUSION

Based on the research findings, it can be concluded that five main factors—price, product quality, promotion, brand image, and health benefits perception—significantly influence the purchase decision of Yakult probiotic drinks in Karawang Regency. Price, which aligns with the value perceived by consumers, product quality, and the effectiveness of promotions, play important roles in encouraging consumers to purchase Yakult. Additionally, a strong brand image also influences consumer preference in choosing this product. Consumers' perception of the health benefits offered by Yakult, particularly the probiotic



benefits, has a highly significant impact on their purchase decision. Overall, consumers are more likely to choose Yakult if they feel the product meets their expectations in terms of quality, health benefits, and brand image, supported by attractive promotions and competitive pricing.

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