

## **THE INFLUENCE OF BRAND TRUST AND LIFESTYLE ON PURCHASING DECISIONS FOR POCARI SWEAT IN SURABAYA**

**Jonsen Sitohang**

Hery Pudjoprastyono

herymnj.upnjatim@gmail.com

Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Jawa Timur.  
[astriayu90@gmail.com](mailto:astriayu90@gmail.com)

### **ABSTRACT**

This study aims to determine the effect of brand trust and lifestyle on purchasing decisions for Pocari Sweat in Surabaya. The population in the study were Pocari Sweat consumers who live in Surabaya with a sample of 99 respondents. The sampling technique used was purposive sampling. The analysis method was carried out with Structural Equation Models (SEM) with the alternative Partial Least Square (PLS) method. The results of this study are: 1) Brand trust has a positive and significant effect on purchasing decisions for Pocari Sweat in Surabaya 2) Lifestyle has a positive and significant effect on purchasing decisions in Surabaya.

**Keywords:** *Brand Trust, Lifestyle, Purchase Decision*

### **INTRODUCTION**

Water is a basic need for all living things, including humans. The human body consists of 70% fluid which must always be fulfilled so that metabolism runs smoothly (Irfan, 2023). For athletes, especially those who pursue sports such as athletics, loss of body fluids is inevitable. Thus, hydration support drinks containing electrolytes such as sodium, potassium, and magnesium are needed, which play an important role in maintaining body fluid balance and muscle function. One such hydration support drink is an isotonic drink.

Isotonic drinks are carbohydrate-electrolyte drinks that can support performance and recovery during athletic activities (Nurzak et al., 2021). Consuming excessive isotonic drinks and over a long period of time can affect health. This has a negative impact if consumed every day, namely electrolytes that enter the body a lot, causing the kidneys to work too hard and will cause disturbances in kidney function (Yaswir & Ferawati, 2012) in (Karimah & Nidianti, 2023). In addition, isotonic drinks also contain high levels of sugar. So, if consuming isotonic drinks is not accompanied by exercise, it can cause

additional calorie consumption in a day and increase body weight (Marlina, 2020).

Pocari Sweat is one of the isotonic beverages that the Indonesian community is most familiar with. PT Amerta Indah Otsuka is the manufacturer of the isotonic beverage line Pocari Sweat. Like other isotonic beverages, Pocari Sweat has a high sugar content. The composition of Pocari Sweat consists of glucose, sugar, sodium chloride, citric acid, vitamin C, potassium chloride, magnesium, calcium lactate, carbonate and perisacitrus (Erniwati & Devi, 2021). The sugar content in one 500 ml bottle of Pocari Sweat is 28 grams or equivalent to 2.24 tablespoons of sugar. Whereas Permenkes No. 30 of 2013 has called for sugar consumption to be 10% of total energy (200 kcal) or the equivalent of 4 tablespoons of sugar (50 grams per person per day) (Ratu et al., 2022). This means that if someone consumes 1 500 ml bottle of Pocari Sweat, it is equivalent to contributing 60% of the daily sugar limit consumed.

Nowadays people are starting to realize to pay more attention to daily sugar intake, in order to avoid diabetes. This public awareness is evidenced by the decline in the number of people with

diabetes in East Java, which began to decline in 2023 by 843,171 from the previous 929,535 cases in 2021. People only realized that isotonic drinks, including Pocari Sweat, contain high sugar when they received education from one of the influencers on social media. Previously, people ignored the composition of Pocari Sweat listed on the packaging. Moreover, Pocari Sweat writes the composition in the form of 1 serving only, even though 1 bottle of Pocari Sweat consists of 2 servings. If people are not observant in reading the composition table, they will assume that the sugar content in 1 bottle of Pocari Sweat is only 14 grams. Supposedly, the sugar composition is 28 grams because 1 serving contains 14 grams of sugar, while 1 bottle of Pocari Sweat consists of 2 servings. Of course, this has an impact on public trust in Pocari Sweat.

In the top brand index, the graph of Pocari Sweat has decreased in the last 5 years. This shows that Pocari Sweat's market share is decreasing. This decline can be caused by several factors, such as changes in consumer preferences, increased awareness of health, and the emergence of more innovative and attractive competitor products. In fact, Pocari Sweat intensively conducts event marketing with the aim of attracting consumers. The form of event marketing carried out by Pocari Sweat is the Pocari Sweat Run. Pocari Sweat Run is a sports event organized by Pocari Sweat with the support of the Ministry of Tourism and Creative, the Ministry of Youth and Sports, and the Ministry of Health (PT Amerta Indah Otsuka, 2024).

Pocari Sweat adjusts and supports a healthier lifestyle among the community through Pocari Sweat Run. Lifestyle draws a person's overall self in interacting with his environment, what he thinks about everything around him and how far he cares about it and also what he thinks about himself and the outside world (Fauzi & Asri, 2020). The increasing trend of a healthy lifestyle among the public has an

impact on the number of people participating in the Pocari Sweat Run. Thus, Pocari Sweat can take advantage of this trend to be known more widely among the public. However, Pocari Sweat sales continue to decline from year to year.

## LITERATURE REVIEW

Hery claims that marketing management is an art and science that involves target market selection, customer acquisition, retention, and growth through the creation, provision, and dissemination of better customer value (Kartika & Fariza, 2022).

Brand trust according to Kertajaya (2004: 157) in (Permatasari & Pudjoprastyono, 2024) is the success of the brand in providing a memorable experience for consumers in the long term for the honesty, integrity and decency of a brand.

According to Keller & Keller (2012) in (Febrianty et al., 2024) lifestyle means a way of life described based on the living conditions of other people who spend their activities through hobbies, shopping, sports activities and interests, as well as social which consists of fashion, food, family, entertainment and perceptions (opinions) consisting of themselves, social problems, companies and products, including lifestyle something that exceeds character and social class.

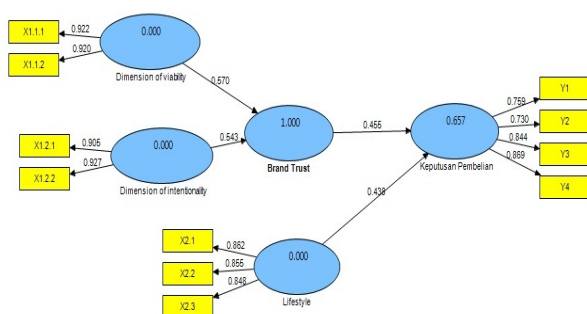
Tjiptono (2014) states in Lestari et al., 2023 that customers go through a process when making purchases: they identify the issue, research a brand or product, weigh their options, and then decide which one to buy to fix it.

## RESEARCH METHODS

The research approach used in this research is quantitative research. This study uses primary data and secondary data questionnaires as data collection techniques. The population in this study were pocari sweat consumers in the Surabaya area and a sample of 99 respondents with purposive sampling

technique. This study's data analysis approach makes use of component-based SEM (Structural Equation Modeling) techniques and descriptive analysis techniques, including the analytical tool partial least squares (PLS).

**RESULTS AND DISCUSSIONS**



According to the above figure, the loading factor for each indicator can be seen on the anak panah between the variable and the indicator, and the jalur coefficient can also be seen on the anak panah between the eksogen and endogen variables. Furthermore, the mean R-squared found in the endogenous variable can also be observed.

**Table 1 Path Coefficients antara dimensi dengan variabel**

Based on the test results of the inner weight table above, it can be seen that the

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Dimension of intentionality -> Brand Trust	0.542928	0.543227	0.019647	0.019647	27.634628
Dimension of viability -> Brand Trust	0.569532	0.571807	0.021205	0.021205	26.858220

two dimensions in the brand trust variable have good validity, this can be seen through

the original sample value or coefficients of each dimension greater than 0.5 and the T-Statistic value greater than 1.96 (at  $Z\alpha = 5\%$ ).

**Table 2 Outer Loadings (Mean, STDEV, T-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1.1 <- Dimension of viability	0.921919	0.920867	0.017286	0.017286	53.332042
X1.1.2 <- Dimension of viability	0.919705	0.919002	0.015944	0.015944	57.682817
X1.2.1 <- Dimension of intentionality	0.905304	0.903651	0.021371	0.021371	42.361657
X1.2.2 <- Dimension of intentionality	0.927069	0.927286	0.011167	0.011167	83.017067
X2.1 <- Lifestyle	0.861623	0.858519	0.028209	0.028209	30.543955
X2.2 <- Lifestyle	0.855048	0.852461	0.026309	0.026309	32.499747
X2.3 <- Lifestyle	0.848151	0.848164	0.026049	0.026049	32.560150
Y1 <- Keputusan Pembelian	0.758590	0.751777	0.054555	0.054555	13.905074
Y2 <- Keputusan Pembelian	0.730026	0.719394	0.064070	0.064070	11.394260
Y3 <- Keputusan Pembelian	0.844476	0.840242	0.047130	0.047130	17.917912
Y4 <- Keputusan Pembelian	0.868937	0.865207	0.029511	0.029511	29.444403

The factor loading value of the variable to its indicator above 0.5 or the T-Statistic value above 1.96 (Z value at  $\alpha = 0.05$ ) are used to determine the indicator validity.

**Table 3 Cross Loading**

	Brand Trust	Dimension of intentionality	Dimension of viability	Keputusan Pembelian	Lifestyle
X1.1.1	0.837843	0.578810	0.921919	0.606439	0.509506
X1.1.2	0.826689	0.555129	0.919705	0.655734	0.520783
X1.2.1	0.765275	0.905304	0.483419	0.518416	0.511992
X1.2.2	0.867090	0.927069	0.636275	0.648448	0.592181
X2.1	0.505431	0.477451	0.432260	0.613138	0.861623
X2.2	0.474304	0.488296	0.366561	0.573013	0.855048
X2.3	0.662258	0.576560	0.612945	0.682576	0.848151
Y1	0.589383	0.543346	0.517363	0.758590	0.463816
Y2	0.453731	0.438216	0.377295	0.730026	0.761095
Y3	0.703434	0.601035	0.661796	0.844476	0.575658
Y4	0.616197	0.468405	0.634127	0.868937	0.531104

Based on the table above, the results of cross loading data processing obtained all factor loading values on each indicator in each dimension of the Brand Trust variable, Lifestyle variable and purchase decision variable which shows a factor loading value that is greater than the factor loading indicators of other variables, it can be considered that the validity of all indicators in this study meets or has good validity.

**Table 4 Average Variance Extracted (AVE)**

	AVE
Brand Trust	0.680721
Dimension of intentionality	0.839516
Dimension of viability	0.847896
Keputusan Pembelian	0.644147
Lifestyle	0.730954

The results of AVE testing for all dimensions and variables of Brand Trust, Lifestyle variables, and purchasing

	Composite Reliability
Brand Trust	0.894859
Dimension of intentionality	0.912746
Dimension of viability	0.917688
Keputusan Pembelian	0.878095
Lifestyle	0.890712

decision variables have an AVE value greater than 0.5, so it can be considered that the overall construct (dimension) and variable in this study have good validity.

**Table 5 Composite Reliability**

The results of testing the composite reliability of all dimensions or variables of the Brand Trust variable, Lifestyle variable, and Decision variable show a composite reliability value above 0.7, so it can be considered that all constructs (dimensions) and variables in this study are reliable.

	R Square
Brand Trust	
Lifestyle	
Keputusan Pembelian	0.657126

**Table 6 Nilai R-Square**

$R^2$  value = 0.657126. It can be interpreted that the model is able to explain the phenomenon of purchasing decisions influenced by exogenous variables, namely brand trust and lifestyle, with a percentage of 65.71%, while the remaining 34.29% is explained by other variables outside this study (other than brand trust and lifestyle

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
Brand Trust -> Keputusan Pembelian	0.455051	0.468466	0.099029	0.099029	4.595117
Lifestyle -> Keputusan Pembelian	0.438145	0.426263	0.092823	0.092823	4.720212

variables).

**Table 7 Path Coefficient**

1. Based on the table above, it can be concluded that brand trust has a positive effect on purchasing decisions can be accepted, with path coefficients of 0.455051, and a T-Statistic value of 4.595117 greater than the  $Z\alpha$  value = 0.5 (5%) = 1.96, so it can be said to be significant (positive).
2. Based on the table above, it can be concluded that Lifestyle has a positive effect on Purchasing Decisions can be accepted, with path coefficients of 0.438145, and a T-Statistic value of 4.720212 greater than the  $Z\alpha$  value = 0.5 (5%) = 1.96, so it can be said to be significant (positive).

**The Effect of Brand Trust on Purchasing Decisions**

The analysis's findings indicate that decisions about which Pocari Sweat to buy are significantly influenced positively by brand trust. This indicates that the first hypothesis can be accepted. This means that if brand trust increases, purchasing decisions will also increase, and vice versa. The results of this study are supported by (Jannah et al., 2024) entitled "The Effect of Brand Image and Brand Trust on

Purchasing Decisions for Garnier Micellar Water in Gresik” which shows that brand trust contributes to purchasing decisions.

### **The Influence of Lifestyle on Purchasing Decisions**

The analysis's findings indicate that the lifestyle variable significantly and favorably influences consumers' decisions to buy. The analysis results show that the second hypothesis can be accepted. This means that if the active lifestyle increases, the purchasing decision also increases, and vice versa, if the active lifestyle decreases, the purchasing decision also decreases. This is supported by research conducted by (Febrianty et al., 2024) entitled “The Effect of Product Quality, Brand Image and Lifestyle on Purchasing Decisions for Iphone Smartphones: Study on Students of 2019 Feb UPN “Veteran” East Java”.

### **CONCLUSION AND SUGGESTION**

Based on this research, it can be concluded that, with good brand trust and lifestyle, it can encourage consumers to make purchasing decisions. Over time, the needs and demands experienced by consumers affect consumer activities, interests and opinions on pocari sweat. For this reason, it is necessary to increase consumer confidence by improving product or service quality, transparency in communication, business operations, and always paying attention to the active lifestyle of consumers.

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