
THE IMPACT OF SOME VARIABLES TOWARD CONSUMER PREFERENCES OF ISOTONIC DRINKING INSURABAYA

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Abstract

This study aims to examine the factors influencing consumer preferences for isotonic drinks in Surabaya. The independent variables include Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion, while Consumer Preferences serve as the dependent variable. A quantitative survey approach was employed, involving 100 respondents selected through purposive sampling. Data were analyzed using multiple linear regression.

The findings reveal that Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion have positive and significant effects on Consumer Preferences, both individually and collectively. Among these variables, Product Quality emerged as the most dominant factor. The coefficient of determination (R^2) of 0.809 indicates that 80.9% of the variation in Consumer Preferences is explained by the variables included in the model, while the remaining 19.1% is attributable to factors outside the scope of this study.

INTRODUCTION

The development of the functional beverage industry in Indonesia shows an increasing trend in line with changes in people's lifestyles, which are increasingly concerned about health and fitness. One functional beverage product that has experienced rapid growth is isotonic drinks. Isotonic drinks are beverages containing electrolytes and function to help replace body fluids lost due to physical activity or certain conditions. Increasing public awareness of the importance of maintaining body fluid balance has driven the growth of isotonic beverage consumption in various major cities, including Surabaya. The continued growth of the national isotonic beverage market indicates that these products are increasingly accepted by the public as part of a healthy lifestyle (Oktaneldanora et al., 2025).

Surabaya, Indonesia's second-largest metropolitan city, is characterized by an active, dynamic, and highly mobile population. This situation creates a significant market opportunity for the isotonic beverage industry. High levels of community activity, whether in work, education, or sports, have led to a growing demand for fluid-replenishing beverages. This is supported by various studies that have identified Surabaya as a location for consumer behavior studies on isotonic beverages, which have shown that isotonic beverage products have become part of the urban population's consumption patterns (Rachmadini & Ronny, 2015).

The increasing demand for isotonic drinks has also driven increasingly fierce competition among producers. Various brands such as Pocari Sweat, Mizone, Isoplus, Hydro

Coco Sport, and other similar products continue to strive to attract consumers' attention through product innovation, pricing strategies, promotions, packaging design, and strengthening brand image. In competitive market conditions, understanding consumer preferences is crucial because consumer preferences are the basis for companies in designing appropriate marketing strategies. According to Kotler and Keller (2016), consumer preferences are consumers' tendencies in choosing a product based on an assessment of its attributes. Meanwhile, Schiffman and Wisenblit (2019) explain that consumer preferences are formed through psychological processes involving consumer perception, motivation, learning, and attitudes toward a product.

Consumer preferences for isotonic drinks are not only influenced by the physiological need to replace body fluids, but also by various marketing factors and consumer characteristics. Research conducted by Oktaneldanora et al., (2025) shows that attributes of taste, price, sugar content, and packaging size are factors that influence consumer preferences in purchasing isotonic drinks. The results of the study indicate that taste has an importance level of 33%, price 32%, sugar content 19%, and packaging size 16%. These findings indicate that consumers not only consider product function, but also consider product attributes that provide added value for consumers.

In addition to product attributes, brand image is an important factor influencing consumer preferences. According to Aaker (1997), brand image is a collection of associations stored in

consumers' memories about a brand. A positive brand image can enhance consumer trust and encourage product selection. Research by Rachmadini and Ronny (2015) found that brand image has a positive and significant effect on consumer purchasing behavior for Mizone isotonic drinks in Surabaya, indicating that a stronger brand image increases consumers' likelihood of choosing a product. The study also revealed that product packaging significantly influences purchasing behavior.

On the other hand, changes in people's lifestyles also play a role in influencing consumer preferences for isotonic drinks. According to Kotler and Keller (2016), lifestyle describes a person's lifestyle patterns as reflected in their activities, interests, and opinions. Currently, urban communities are increasingly aware of the importance of maintaining health through exercise and physical activity. This condition has led to increased consumption of drinks considered to support health and fitness. Research by Binardi and Srihandayani (2025) found that lifestyle positively influences purchasing decisions for isotonic drinks. Thus, the development of a healthy lifestyle in society can be a factor in shaping consumer preferences for isotonic drinks.

Besides product quality, brand image, and lifestyle, price is also an important consideration in the product selection process. According to Tjiptono (2008), price is the amount of value consumers must sacrifice to obtain the benefits of a product. In a market with a wide range of brands, consumers tend to compare prices before deciding which product to purchase. Therefore,

companies need to set prices that reflect the quality and benefits offered to meet consumer expectations.

Although various studies have addressed purchasing behavior and purchasing decisions for isotonic drinks, research specifically examining the factors influencing consumer preferences for isotonic drinks in Surabaya is relatively limited. Consumer preferences are a crucial initial step in the purchasing decision-making process. Differences in consumer characteristics, income levels, lifestyles, perceived product quality, and brand strength can lead to differences in preferences among consumers. Therefore, research is needed to identify the factors influencing consumer preferences for isotonic drinks in Surabaya.

Based on the phenomenon of increasing consumption of isotonic drinks, high competition between brands, and the importance of understanding consumer behavior in determining marketing strategies, research on "Factors Influencing Consumer Preferences for Isotonic Drinks in Surabaya" is important to conduct. This research is expected to provide information for companies regarding the factors that consumers consider most when choosing isotonic drinks, so that it can be used as a basis for developing more effective marketing strategies that are in accordance with consumer needs.

THEORY

Consumer Preferences

Consumer preference is a person's tendency to choose one product over another based on their level of preference, needs, and perceived benefits. Preference reflects

consumers' choice of product attributes that are perceived to provide the greatest satisfaction. According to **Schiffman and Wisenblit (2019)**, consumer preferences are formed through an evaluation process of various product alternatives influenced by consumer perceptions, motivations, experiences, and attitudes. Meanwhile, **Kotler and Keller (2016)** state that consumer preferences are the result of assessing product attributes, which then influence purchasing decisions.

According to **Sumarwan (2011)**, consumer preference describes the level of consumer preference for a particular product or brand that arises after consumers obtain and process information about the product. In a study of isotonic drinks, **Oktaneldanora et al. (2025)** found that consumer preference is influenced by product attributes such as taste, price, sugar content, and packaging size. The results showed that taste and price attributes were the most dominant factors in shaping consumer preference for isotonic drinks.

According to **Kotler and Keller (2016)**, consumer preference indicators include:

1. Likeability of the product.
2. Interest in product attributes.
3. Preference for a particular brand.
4. Product suitability to needs.
5. Desire to make repeat purchases.

Product Quality

Product quality refers to a product's ability to perform its functions and satisfy consumer needs and expectations. According to Kotler and Keller (2016), product quality is the

ability of a product to deliver performance that meets or exceeds customer expectations. High product quality can increase consumer satisfaction and influence purchasing decisions.

In the context of isotonic drinks, product quality can be seen from the product's ability to replace lost body fluids, electrolyte content, product safety, raw material quality, and the taste provided to consumers. Research by **Dewi & Prabowo (2018)** shows that product quality has a positive influence on the decision to purchase isotonic drinks, so that the higher the quality perceived by consumers, the higher the consumer preference for the product.

According to **Kotler and Keller (2016)**, product quality indicators consist of:

1. Performance.
2. Reliability.
3. Durability (endurance).
4. Conformance (conformity to specifications).
5. Features (features).
6. Aesthetics.
7. Perceived Quality (perceived quality).

Price

Price is the amount of money consumers pay to obtain the benefits of a product or service. According to Kotler and Keller (2016), price represents the value exchanged by consumers for a product's benefits. In the isotonic drink market, price is an important factor influencing consumer preferences.

Price indicators according to Kotler and Keller (2016) include:

1. Affordability
2. Price–Quality Fit
3. Price Competitiveness

4. Price–Benefit Fit

Brand Image

Brand image refers to consumers' perceptions and beliefs about a brand, reflected in the associations stored in their memory. According to Kotler and Keller (2016), brand image is a set of beliefs, ideas, and impressions that consumers hold regarding a brand. Previous studies by Rachmadini and Ronny (2015) and Binardi and Srihandayani (2025) found that brand image positively and significantly influences consumer purchasing behavior and purchasing decisions for isotonic drinks. These findings indicate that a stronger brand image increases consumers' tendency to choose a product. According to Kotler and Keller (2016), brand image consists of three indicators:

- Strength of Brand Associations
1. Favorability of Brand Associations
 2. Uniqueness of Brand Associations.

Lifestyle

Lifestyle refers to the way individuals live, as reflected in their activities, interests, and opinions. According to Kotler and Keller (2016), lifestyle represents a person's pattern of living and interaction with the surrounding environment. According to Schiffman & Wisenblit (2019), lifestyle describes how individuals spend their time and money and how individuals view themselves and the world around them. In the isotonic beverage industry, a healthy and active lifestyle is a factor that drives increased consumption of isotonic drinks as a replacement for body fluids after activities. Research by

Binardi & Srihandayani (2025) proves that lifestyle has a positive influence on purchasing decisions for the isotonic drink Pocari Sweat.

According to Kotler & Keller (2016), lifestyle is measured using the AIO (Activities, Interests, Opinions) concept, namely:

1. Activities (activities).
2. Interests (interests).
3. Opinions (opinions).

Packaging

Packaging is a container or wrapper for a product designed to protect the product while attracting consumers' attention. According to Kotler & Keller (2016), packaging is the activity of designing and producing a container or wrapper for a product. According to Tjiptono (2008), packaging functions as a marketing communication tool that can create attraction and differentiate a product from competitors. Research by Rachmadini & Ronny (2015) shows that packaging influences the purchasing behavior of isotonic drink consumers in Surabaya.

According to Kotler & Keller (2016), packaging indicators include:

1. Packaging design.
2. Packaging color.
3. Packaging form.
4. Product information.
5. Ease of use.

Promotion

Promotion refers to marketing communication activities aimed at informing, persuading, and reminding consumers about products or services. According to Kotler and Keller (2016), promotion encompasses various activities undertaken to communicate

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product advantages and encourage purchases. Likewise, Tjiptono (2008) states that promotion is a form of marketing communication intended to provide information, influence consumers, and maintain product awareness among target markets. Research by Dewi & Prabowo (2018) shows that promotion has a positive influence on purchasing decisions for isotonic drinks.

According to Kotler & Keller (2016) promotion indicators include :

- Promotion frequency.
- Promotion quality.
- Accuracy of promotional targets.
- Promotional appeal.

CONCEPTUAL FRAMEWORK

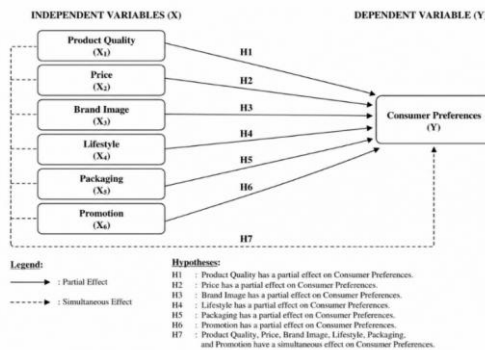


Figure 1 Conceptual Framework

The research model or framework is intended to further clarify the essence of the discussion of previous research results and the theoretical basis used in the research, including the relationship between influential variable (Dewi, Rina, Zuhro, Diana, et al. 2024:142-160). The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep

Iwa Soemantri, 2020:5). Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560). Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14). Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode

pengumpulan data primer dengan menggunakan pertanyaan tertulis (Kumala Dewi, Indri et al., 2022 : 29). The Research model or framework is intended to further clarify the essence of the discussion of previous research result and the theoretical basis in the research, including the relationship

METHODS

Type of Research

A quantitative survey approach was employed in this study. Sugiyono (2023) defines quantitative research as a method based on positivist philosophy that aims to test hypotheses through the analysis of data collected from a particular population or sample. This study aims to analyze the influence of **product quality, price, brand image, lifestyle, packaging, and promotion** to **Consumer Preferences for Isotonic Drinks in Surabaya**. The study was conducted in **Surabaya**, East Java. The location was selected based on the high activity of urban communities and the growing isotonic drink market in Surabaya. The study was conducted over a period of approximately three months, from instrument development, data collection, data processing, to the preparation of the research report.

Population and Sample

Sugiyono (2023) defines a population as a group of objects or subjects with particular characteristics that are identified by the researcher for the purpose of study and subsequent conclusion drawing. In this research, the population consisted of all consumers who had consumed isotonic beverages in Surabaya. Given that the total

number of consumers was unknown and classified as an infinite population, the sample size was calculated using the Lemeshow formula (1997). This formula is widely used to determine the minimum sample size for studies involving populations of unknown size. The formula is expressed as follows:

$$n = \frac{Z^2 p(1-p)}{d^2}$$

Information:

n = number of samples

Z = 1.96 (95% confidence level)

p = 0.5

d = 0.1

Calculation:

$n = (1.96^2 \times 0.5 \times 0.5) / (0.1^2)$

n = 96.04

Accordingly, the minimum sample size required for this study was 96 respondents. To enhance the reliability of the analysis, the sample size was increased and rounded up to 100 respondents. A purposive sampling technique was utilized, in which respondents were selected according to predetermined criteria established by the researcher. Respondent criteria:

1. Domiciled in Surabaya.
2. Minimum age 17 years.
3. Have you ever consumed isotonic drinks in the last 3 months?
4. Willing to fill out the research questionnaire.

Operational Definition of Variables

Table 1. Independent Variables (X)

Variables	Operational Definition	Indicator
Product Quality (X1)	Consumer perception of the ability of isotonic drinks to meet needs and expectations	Performance, reliability, perceived quality, taste
Price (X2)	Consumer perception of the value that must be paid to obtain a product	Affordability, price matches quality, price competitiveness
Brand Image (X3)	Consumer perception of isotonic drink brands	Brand superiority, brand strength, brand uniqueness
Lifestyle (X4)	Consumer lifestyle patterns reflected in activities, interests, and opinions	Activities, Interests, Opinions
Packaging (X5)	Consumer assessment of the appearance and function of product packaging	Design, shape, color, product information
Promotion (X6)	Marketing communication activities carried out by the company	Promotion frequency, promotion appeal, promotion media

Table 2. Dependent Variable (Y)

Variables	Operational Definition	Indikator
Consumer Preferences (Y)	Consumers' tendency to choose certain isotonic drinks over other products	Product liking, product choice, purchase interest, repeat purchases

Data Collection Techniques

Data collection was conducted through the following techniques: (1) Questionnaires used to obtain primary data from respondents regarding research variables; (2) Literature Study

Literature review was conducted by gathering information from journals, books, scientific articles, and other sources relevant to the research. This study used a **5-point Likert scale** .

Data Analysis Techniques

Research Instrument Testing consisted of: (1) a Validity Test, which was conducted to assess the instrument's ability to accurately measure the research variables, with the criteria of $r\text{-count} > r\text{-table}$ and $\text{Sig.} < 0.05$; and (2) a Reliability Test, which was used to evaluate the consistency of the research instrument, with Cronbach's Alpha > 0.70 indicating acceptable reliability.

Classical Assumption Testing included: (1) a Normality Test using the

Kolmogorov–Smirnov test, where $\text{Sig.} > 0.05$ indicates that the data are normally distributed; (2) a Multicollinearity Test, with criteria of Tolerance > 0.10 and VIF < 10 ; and (3) a Heteroscedasticity Test using the Glejser test, where $\text{Sig.} > 0.05$ indicates the absence of heteroscedasticity.

Multiple Linear Regression Analysis

Research model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e$$

Information:

Y = Consumer Preferences

α = Constant

$\beta_1\text{--}\beta_6$ = Regression coefficient

X₁ = Product Quality

X₂ = Price

X₃ = Brand Image

X₄ = Lifestyle

X₅ = Packaging

X₆ = Promotion

e = Error

Hypothesis Testing comprises (1) a t Test (Partial) which assesses the effect of each independent variable on

the dependent variable. The criteria for this are: Sig. < 0.05 indicates H_0 is rejected, while Sig. > 0.05 suggests H_0 is accepted; (2) an F Test (Simultaneous) that evaluates the collective impact of independent variables on the dependent variable. The criteria here

are: Sig. < 0.05 means H_0 is rejected, whereas Sig. > 0.05 implies H_0 is accepted; (3) the Coefficient of Determination (R^2) which measures how well the independent variables can account for the dependent variable.

ANALYSIS OF THE RESULTS

Research Instrument Tests include:

Validity test

The following are the results of the instrument validity test:

Table 3. Validity Test

Item	R count	Sig.
X1.1	.612	0.000
X1.2	.602	0.000
X1.3	.519	0.000
X1.4	.537	0.000
X2.1	.701	0.000
X2.2	.720	0.000
X2.3	.551	0.000
X3.1	.657	0.000
X3.2	.656	0.000
X3.3	.620	0.000
X4.1	.664	0.000
X4.2	.692	0.000
X4.3	.624	0.000
X5.1	.562	0.000
X5.2	.837	0.000
X5.3	.508	0.000
X5.4	.837	0.000
X6.1	.623	0.000
X6.2	.621	0.000
X6.3	.663	0.000
Y1	.625	0.000
Y2	.607	0.000
Y3	.637	0.000
Y4	.423	0.000

According to the outcomes from the validity assessment, each statement item shows a computed r value greater than the r table value of 0.197, along with a significance value of 0.000, which

is less than 0.05. These findings confirm that every item in the questionnaire is valid, making them suitable for accurately gauging the research variables.

Reliability test

The following are the results of the instrument reliability test:

Table 4. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.852	24

The outcomes of the reliability assessment indicated that the research tool, made up of 24 statement items, achieved a Cronbach's Alpha score of 0.852. This score surpasses the reliability threshold of 0.70. Hence, it

can be deduced that all statement items included in this investigation are dependable and exhibit a strong degree of consistency. Consequently, the research tool is deemed appropriate for utilization as a means of gathering data.

Classical Assumption Tests include:

Normality Test

The following are the results of the normality test:

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
	Standardized Residual	
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.96922337
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.049
Test Statistics		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The outcomes of the normality assessment utilizing the Kolmogorov-Smirnov technique indicated an Asymp. Sig. (2-tailed) figure of 0.200. Since this figure exceeds 0.05 (0.200 > 0.05), it can

be inferred that the data collected for the study follows a normal distribution and fulfills the normality criteria for conducting regression analysis.

Multicollinearity Test

The following are the results of the multicollinearity test:

Table 6. Multicollinearity Test

Variables	Tolerance	VIF
Product Quality	0.249	4,041
Price	0.777	1,287
Brand Image	0.221	4,521
Lifestyle	0.310	3,230
Packaging	0.341	2,936
Promotion	0.145	6,951

According to the table for the Multicollinearity Test, each

independent variable presents a Tolerance value exceeding 0.10 and a

VIF value lower than 10. This outcome suggests that there is neither a significant connection nor an overwhelming correlation among the independent variables. As a result, the regression model applied in this

research is stated to be free from multicollinearity, allowing the variables of Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion to be utilized collectively in the regression model to clarify Consumer Preferences.

Heteroscedasticity Test

The following are the results of the heteroscedasticity test:

Table 7. Heteroscedasticity Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,636	.500		5,268	.000
	Product Quality	-.062	.049	-.229	-1.265	.209
	Price	-.126	.034	-.376	-1,670	.180
	Brand Image	-.058	.061	-.183	-.952	.344
	Lifestyle	-.145	.054	-.439	-1,700	.108
	Packaging	.090	.036	.385	1,482	.150
	Promotion	.120	.074	.387	1,626	.107

a. Dependent Variable: ABSRES

The findings from the heteroscedasticity assessment utilizing the Glejser Test show that each independent variable presents significance values greater than 0.05. As

a result, it can be inferred that the regression model is free from heteroscedasticity, thereby satisfying the classical assumption regarding equal variances of residuals.

Multiple Linear Regression Analysis

The multiple linear regression analysis yielded the following results:

Table 8. Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.231	.930		.248	.805
	PRODUCT QUALITY	.846	.092	.839	9,236	.000
	PRICE	.170	.034	.386	3,670	.000
	BRAND IMAGE	.176	.054	.439	2,700	.008
	LIFESTYLE	.095	.036	.385	2,482	.015
	PACKAGING	.237	.067	.275	3,543	.001
	PROMOTION	.220	.137	.191	2,601	.013

a. Dependent Variable: CONSUMER PREFERENCES

The regression analysis performed using SPSS produced the following equation:

$$Y = 0.231 + 0.846X_1 + 0.170X_2 + 0.176X_3 + 0.095X_4 + 0.237X_5 + 0.220X_6 + e$$

The regression equation can be interpreted as follows:

1. The constant value of 0.231 suggests that when Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion are held steady or equal to zero, the Consumer Preferences score is 0.231.
2. The regression coefficient for Product Quality (X_1), which is 0.846, shows that for each one-unit rise in Product Quality, Consumer Preferences will rise by 0.846 units if the other factors are kept unchanged. A positive coefficient reflects a direct relationship between Product Quality and Consumer Preferences.
3. The regression coefficient for Price (X_2) of 0.170 implies that a one-unit increase in Price will lead to a 0.170 unit rise in Consumer Preferences while keeping other variables constant.
4. The regression coefficient for Brand Image (X_3) at 0.176 indicates that a one-unit increase in Brand Image will enhance Consumer Preferences by 0.176 units, provided that other variables are held constant.
5. The regression coefficient for Lifestyle (X_4) being 0.095 implies that an increase of one unit in Lifestyle will boost Consumer

Preferences by 0.095 units, assuming other variables remain the same.

6. The regression coefficient for Packaging (X_5) set at 0.237 indicates that a one-unit rise in Packaging will increase Consumer Preferences by 0.237 units, as long as other factors are unchanged.

The regression coefficient for Promotion (X_6) being 0.220 means that a one-unit increase in Promotion will lead to an increase of 0.220 units in Consumer Preferences, assuming other variables are constant. According to the values of the regression coefficients, every independent variable shows a positive coefficient. This suggests that aspects such as product quality, pricing, brand perception, lifestyle alignment, packaging appeal, and marketing efforts are positively correlated with consumer preferences. To put it differently, an increase in product quality, suitable pricing, a robust brand image, a reinforcing lifestyle, appealing packaging, and efficient promotions leads to a greater preference for isotonic beverages among consumers.

Evaluating the regression coefficient values reveals that the variable for Product Quality ($\beta = 0.846$) exerts the most significant impact on Consumer Preferences when compared to the other variables. This signifies that product quality is the primary influencing factor regarding consumer choices for isotonic drinks in Surabaya.

HYPOTHESIS TESTING CONSISTS OF**t-Test (Partial)**

Here is the (partial) t-test:

Table 9. t-Test (Partial)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.231	.930		.248	.805
	PRODUCT QUALITY	.846	.092	.839	9,236	.000
	PRICE	.170	.034	.386	3,670	.000
	BRAND IMAGE	.176	.054	.439	2,700	.008
	LIFESTYLE	.095	.036	.385	2,482	.015
	PACKAGING	.237	.067	.275	3,543	.001
	PROMOTION	.220	.137	.191	2,601	.013

a. Dependent Variable: CONSUMER PREFERENCES

The variable related to Product Quality exhibits a t-value of 9.236 and a significance value of 0.000. Since the significance value is below 0.05 ($0.000 < 0.05$), the hypothesis H1 is supported. This indicates that Product Quality positively and significantly influences Consumer Preferences. The variable concerning Price shows a t-value of 3.670 along with a significance value of 0.000. The significance value is under 0.05 ($0.000 < 0.05$), leading to the acceptance of hypothesis H2. For the Brand Image variable, the t-value is 2.700 and the significance value is recorded at 0.008. Because the significance value is lower than 0.05 ($0.008 < 0.05$), H3 is confirmed.

Consequently, Brand Image positively and significantly impacts Consumer Preferences. Regarding the Lifestyle variable, it has a t-value of 2.482 and a significance value of 0.015. The significance value is less than 0.05 ($0.015 < 0.05$), which results in the acceptance of H4. The Packaging variable has a computed t-value of 3.543 with a significance value of 0.001. As the significance value is below 0.05 ($0.001 < 0.05$), hypothesis H5 is acknowledged. The Promotion variable demonstrates a t-value of 2.601 and a significance value of 0.013. The significance value is under 0.05 ($0.013 < 0.05$), thus hypothesis H6 is accepted.

F Test (Simultaneous)

Here is the F test (simultaneous):

Table 10. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262,214	6	43,702	65,579	.000 ^b
	Residual	61,976	93	.666		
	Total	324,190	99			

a. Dependent Variable: CONSUMER PREFERENCES

b. Predictors: (Constant), PROMOTION, PRICE, PACKAGING, LIFESTYLE, PRODUCT QUALITY, BRAND IMAGE

According to the conducted tests, the derived F value is 65.579, and the significance level is 0.000. This significance level is less than 0.05 (0.000 < 0.05), leading to the acceptance of H7.

Therefore, it can be inferred that Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion collectively impact Consumer Preferences in a significant manner.

Coefficient of Determination (R²)

The following is the Coefficient of Determination (R²) test:

Table 11. Test of the Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.899 ^a	.809	.796	.81634
a. Predictors: (Constant), PROMOTION, PRICE, PACKAGING, LIFESTYLE, PRODUCT QUALITY, BRAND IMAGE				

According to the findings presented in the Determination Coefficient Test Table, the R Square figure recorded was 0.809, which corresponds to 80.9%. This outcome suggests that the factors of Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion collectively account for 80.9% of the variations observed in Consumer Preferences.

DISCUSSION

The Influence of Product Quality on Consumer Preferences

The findings from the hypothesis examination show that the quality of the product has a favorable and notable influence on consumer choices, demonstrated by a t-value of 9.236 and a significance level of 0.000, which is less than the threshold of 0.05. As a result, H1 is affirmed. These findings suggest that as consumers perceive the quality of isotonic beverages to be higher, their preference for the product also increases. Product quality refers to a product's capability to fulfill its intended function, encompassing aspects such as durability, dependability, user-friendliness, and additional features

that satisfy consumer demands (Kotler & Keller, 2016). In the realm of isotonic beverages, product quality can be assessed based on factors such as flavor, electrolyte levels, hydration advantages, safety of the product, and the quality of the ingredients utilized.

The findings of this research correspond with the conclusions drawn by Binardi and Srihandayani (2025), which indicated that the quality of the product positively and significantly impacts the purchasing choices for the isotonic beverage Pocari Sweat. Additionally, a study conducted by Dewi and Prabowo (2018) revealed that product quality serves as a crucial element affecting consumers' selections when it comes to isotonic drinks. Analysis of the regression coefficients and t-test results highlights that product quality stands out as the strongest factor influencing consumer preferences. This suggests that consumers in Surabaya place their emphasis on the benefits and quality of the product more than any other considerations when selecting isotonic beverages.

The Influence of Price on Consumer Preferences

The findings from the examination reveal that Price plays a favorable and notable role in shaping Consumer Preferences, reflected by a t-value of 3.670 and a significance level of 0.000, which is less than 0.05. Consequently, H2 is considered valid. Price refers to the monetary amount that buyers are required to spend to receive the advantages of a product (Tjiptono, 2008). When assessing product choices, consumers generally evaluate the costs against the perceived benefits, leading to an understanding of the product's value.

The results of this study support the research of **Oktaneldanora et al. (2025)**, which stated that price is one of the attributes most considered by consumers when choosing an isotonic drink. **Dewi and Prabowo's (2018) study** also found that price perception significantly influences isotonic drink purchasing decisions. This suggests that Surabaya consumers consider affordability and the appropriateness of price to product quality before deciding on a particular isotonic drink.

The Influence of Brand Image on Consumer Preferences

The findings from the research demonstrate that Brand Image positively and significantly influences Consumer Preferences, as evidenced by a t-value of 2.700 and a significance level of 0.008, which is less than 0.05. Therefore, H3 is supported. As described by Kotler and Keller (2016), brand image consists of the beliefs, concepts, and perceptions that consumers associate with a brand.

The findings from this research correspond with the work of Rachmadini and Ronny (2015), which discovered that the perception of the brand positively and significantly impacts the buying behaviors of consumers concerning Mizone isotonic beverages in Surabaya. Additionally, the investigation conducted by Binardi and Srihandayani (2025) revealed that the brand image has a significant effect on the choices made when purchasing isotonic drinks. These results suggest that consumers are likely to opt for isotonic drink brands that are well-recognized, reliable, and are reputed for offering health advantages.

The Influence of Lifestyle on Consumer Preferences

The findings from the assessment show that Lifestyle plays a notable and important role in shaping Consumer Preferences, reflected by a t value of 2.482 and a significance level of 0.015, which is less than 0.05. Therefore, H4 is supported. As stated by Kotler and Keller (2016), the term lifestyle refers to the habitual patterns of individuals shown in their actions, interests, and views. Variations in people's lifestyles, particularly those that emphasize health awareness, have led to a rise in the purchase of items that promote physical fitness, which includes isotonic beverages.

This research provides additional support for the findings reported by Binardi and Srihandayani (2025), who found that lifestyle significantly influences the decision to purchase isotonic drinks. Research by **Dewi and Prabowo (2018)** also showed that lifestyle positively influences consumer purchasing behavior. This

suggests that consumers in Surabaya with active and healthy lifestyles tend to have a higher preference for isotonic drinks, as they are perceived as being able to support daily activities and maintain body hydration.

The Influence of Packaging on Consumer Preferences

The findings from the research show that packaging positively influences consumer preferences, exhibiting a t-value of 3.543 and a significance level of 0.001, which is less than 0.05. Therefore, H5 is validated. Packaging plays a crucial role in marketing as it serves not just to safeguard the product but also as a channel of communication that has the ability to captivate consumer interest. Eye-catching packaging can enhance the perceived value of a product for consumers.

The results of the present study are in line with the findings of Rachmadini and Ronny (2015), who found that packaging significantly influences consumer purchasing behavior for Mizone isotonic drinks in Surabaya. Furthermore, research by **Oktaneldanora et al. (2025)** showed that packaging size and attributes are important considerations for consumers when choosing isotonic drinks. These results indicate that packaging design, ease of use, and information contained on the packaging are factors affecting consumer preferences for isotonic beverages

The Influence of Promotion on Consumer Preferences

The outcomes of the test show that Promotion greatly influences Consumer Preferences in a favorable way, demonstrated by a t-value of 2.601

and a significance level of 0.013 which is less than 0.05. Therefore, H6 is supported. Promotion is a marketing communication activity carried out by companies to introduce, inform, and persuade consumers to choose the products offered (Kotler & Keller, 2016).

The findings of this study are consistent with those reported by Dewi and Prabowo (2018), which found that promotion significantly influences the decision to purchase isotonic drinks. Promotions conducted through social media, television advertisements, sponsorship of sports events, and discount programs can increase consumer attention and interest in the product. This indicates that the more effective a company's promotional activities, the higher consumer preference for isotonic drinks.

The Influence of Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion on Consumer Preferences

The simultaneous test results (F Test) indicate that **Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion have a significant combined effect on Consumer Preferences**, with have a significant combined effect on **F value of 65.579** and a significance level of **0.000 < 0.05**. Thus, H7 is accepted. In addition, the **R Square value of 0.809** indicates that **80.9%** The variation in consumer preferences can be attributed to the six independent variables in this study. The remaining 19.1% is explained by factors outside the scope of this research, such as motivation, perception, reference groups, culture, consumer experience, and other psychological factors.

These findings reinforce **Schiffman and Wisenblit's (2019) theory of consumer behavior**, which states that consumer preferences are shaped by a combination of various marketing factors and individual characteristics. Therefore, isotonic beverage companies need to consider product quality, price, brand image, consumer lifestyle, packaging, and promotion in an integrated manner to increase consumer preference and win market competition in Surabaya.

Through this process, employees are provided with training and development relevant to their job performance, thereby enabling them to carry out their job responsibilities as effectively as possible (Abdul Aziz Sholeh et al., 2024, p. 82). Selecting constitutes part of a problem-solving effort as well as an integral component of the decision-making process. Therefore, appropriate purchasing decisions are essential (Kristiawati Indriana et al., 2019, p. 28). Collaboration among the government, industry, research institutions, and civil society in designing and implementing initiatives, along with strong commitment and cooperation from all stakeholders, serves as the key to the success of such endeavors (Gazali Salim et al., 2024, p. 63). The SERVQUAL model involves calculating the gap between the values assigned by customers for each pair of statements pertaining to expectations and perceptions (Diana Zuhro et al., 2024, p. 98). In a competitive business environment, credit marketing strategies play a pivotal role in customer acquisition and retention (Mahjudin et al., 2025, pp. 2659–2672). The research approach employed in this study

encompasses the entire thought process, from the broad determination of the subjects to be investigated, with the aim of achieving the most optimal outcomes (Sutopo et al., 2021, pp. 83–92). Promotional activities are conducted by enhancing consumer awareness of the quality of the company's products, thereby attracting consumers to utilize its rental services (Firdaus, Fikri, et al., 2021, pp. 76–82).

CONCLUSION

The study concludes that:

1. Product Quality has a positive and significant effect on Consumer Preferences.
2. Price has a positive and significant effect on Consumer Preferences.
3. Brand Image has a positive and significant influence on Consumer Preferences.
4. Lifestyle has a positive and significant influence on Consumer Preferences.
5. Packaging has a positive and significant effect on Consumer Preferences.
6. Promotion has a positive and significant effect on Consumer Preferences.

Simultaneously, Product Quality, Price, Brand Image, Lifestyle, Packaging, and Promotion significantly affect Consumer Preferences for isotonic drinks in Surabaya.

The results of the research indicate that Product Quality is the primary factor impacting Consumer Preferences. Furthermore, the coefficient of determination (R^2) of 0.809 signifies that 80.9% of the changes in Consumer Preferences can be anticipated by the six independent

variables examined in this study, while the leftover 19.1% is influenced by other elements not included in the research framework.

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