

How to Cite

Salimah, R., Widiyanti, M., Shihab, M. S., & Maulana, A. (2025). The influence of brand image on consumer purchasing decisions at Isola Wine Bali. *International Journal of Social Sciences*, 8(3), 79-85.
<https://doi.org/10.21744/ijss.v8n3.2414>

The influence of brand image on consumer purchasing decisions at Isola Wine Bali

Raudhatu Salimah

Student of Master Management, Sriwijaya University, Palembang, Indonesia
Email: Raudhts21@gmail.com

Marlina Widiyanti

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Corresponding author email: marlinawidiyanti@fe.unsri.ac.id

Muchsin Saggaff Shihab

Lecturer, Universitas Bakrie, Jakarta, Indonesia
Email: muchsin.shihab@bakrie.ac.id

Ahmad Maulana

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia
Email: maulana25@unsri.ac.id

Abstract---This study aims to analyse the influence of brand image on consumer purchasing decisions on Isola Wine Bali, a local wine product that combines Italian viticultural traditions with the natural wealth of Bali. Data was collected through distributing questionnaires to 100 respondents who are Isola Wine consumers in 2025, and analysed using multiple linear regression through the IBM SPSS version 25 application. The results showed that brand image has a positive and significant influence on consumer purchasing decisions. The higher consumers' positive perception of Isola Wine Bali's brand image, the more likely they are to make a purchase. The findings provide important implications for local product marketing strategies, especially in strengthening brand image to increase purchasing decisions.

Keywords---Brand Image, Isola Wine Bali, Purchase Decision.

Introduction

Beverages are one of the most common products served and sold in restaurants and bars. In general, beverages are divided into two main categories, namely *non-alcoholic* beverages and *alcoholic* beverages. One of the most recognised types of alcoholic beverages in society, especially in the hospitality and culinary industry, is *wine*. The term *wine* is closely associated with European and American culture due to their long history and tradition of producing this beverage (Wurz, 2019). *Wine* itself comes from the fermentation of fruit, especially grapes, which have a natural balance so that they can be fermented without the addition of substances such as sugar, enzymes, acids, or other additional nutrients. The manufacturing process involves the extraction of grape juice, which is then fermented over time, usually years, to produce a wine with a maturity level and alcohol content of around 8 to 14 per cent (Haseeb et al., 2019).

Over time, *wine* has not only become an icon of Western culture, but has also begun to find a place in many other countries, including Indonesia. In Indonesia, the trend of *wine* consumption has increased significantly in recent years. Although it is relatively new in the culture of consumption, this drink is increasingly easy to find and in demand by various groups. Previously, *wine* was only served exclusively in star hotels, luxury restaurants, or in

closed banquet events, but now this drink has penetrated into various places such as supermarkets, *hypermarkets*, ordinary restaurants, *bars*, *lounges*, and entertainment venues such as billiards (Ayu et al., 2018). Since around 2004, the development of the *wine* industry in Indonesia has shown positive growth, characterised by an increasing number of competing businesses introducing various types of *wine* to consumers. Through these developments, the *wine* market in Indonesia, which was previously dominated by products from France, is now starting to be coloured by products from other countries such as the United States, South Africa, Argentina, Chile, Italy, and Australia (Tarigan et al., 2018).

Interestingly, the growth of the *wine* industry in Indonesia is not only driven by imports from abroad, but also by the presence of local producers who are beginning to show great potential. One of the most prominent examples is Isola *Wine* Bali, a local *wine* brand that successfully blends the traditions of Italian viticulture with the natural richness of Bali. Isola *Wine* is the result of a Cantine Balita project that began in 2012 with the grand vision of producing international quality *wine* in Bali's tropical climate. The name "Isola" is taken from the Italian word for "island", reflecting the similarities between the islands of Bali and Sicily, two regions with volcanic soil, hot climates, and strong cultures. Cantine Balita developed a unique agronomy programme that allows for the production of pure, Italian-style *wines* that are entirely grown and processed in Bali. The journey to the birth of Isola *Wine* was not an easy one. The development team spent two years in a process of research, experimentation, and agricultural development to achieve the expected high-quality standards. The culmination came in 2014, when the first batch of Isola *wine* was launched into the market, marking the beginning of the rise of quality local *wine* in Indonesia (Isolawine, 2025).

As the quality and competitiveness of local products such as Isola *Wine* increase, consumers are faced with a variety of choices that demand careful consideration in making purchasing decisions. A purchase decision is not simply an act of consumption, but rather a rational process that involves identifying various alternatives to resolve a particular need or desire. Consumers assess each option systematically based on the goals to be achieved, considering the benefits and disadvantages of each choice. According to Marbun et al. (2022), decision making only occurs if there are two or more alternatives to choose from; if there is no choice, then it is not a decision. Meanwhile, Gunarsih et al. (2021), emphasise that purchasing decisions include the integration of knowledge to evaluate and choose one of the alternative behaviours available. The presence of Isola *Wine* as a quality local option enriches consumers' decision-making process in choosing *wine* products that suit their tastes and values.

In some situations, consumers may need additional information, while in others they will simply review what they already know. Marketing factors that influence product purchase decisions are divided into 4Ps for physical products and 7Ps for service products, which include: product, price, place, promotion, people, process, and physical evidence (Harrison et al., 2020). In addition, external factors such as economic, technological, political, and cultural forces also play an important role. All of these factors influence consumers and encourage them to make decisions regarding the choice of product or service, brand, place of purchase, time, and quantity purchased, which are all indicators in the buying process. One important element in this process is the completeness of the products offered by the seller. Therefore, business people must make the right decision regarding the completeness of the products sold, because the availability of complete products in the store will make it easier for consumers to choose and buy goods according to their wishes (Ummat & Hayuningtias, 2022). Isola *Wine* comes with the mission of producing Balinese wines that challenge global brands. To be able to produce, Isola *Wine* takes at least 1 year from the planting period. Giotto Castiglioni (as *Marketing Director*) brings his grape seeds from Italy. Isola *Wine* produces wines with 3 types of grapes, namely *Muscat St. Vallier*, *Malvasia Nera*, and *Syrah*. One of the most famous grape types is *Muscat St. Vallier*, which comes from Northern Europe with varieties from the *Moscato* family. This variety is the only white grape known and developed by local farmers in Indonesia. It aims to promote and encourage the development of local businesses in Indonesia, bringing the best cultural heritage from around the world to develop international quality products, 100% locally made. Buleleng's nature and climate are very favourable for grape cultivation; therefore, Isola *Wine* is confident that Buleleng grapes will be able to produce high-quality wine (Ramadhan et al., 2022).

Currently, Isola *Wine* can produce 8000 (eight thousand) bottles per month with several types, including Isola Bianco, Isola Rosato, Isola Rosso, Isola Syrah Riserva (*Premium Series*), Isola Moscato Dolce, and Isola Rubino Dolce as well as Isola Bianco Raw and Isola Rosso Raw (dutabalinews.com, 2024). Isola *Wine* offers limited products compared to its competitors, with a maximum production of only 10% of the total production of competitors. This limitation is one of the factors that strengthen the exclusivity and quality of the products offered.

In 2023, there was a surge in demand, which posed new challenges for Isola *Wine* in maintaining the quality of its products. The wine production process, which requires a long aging time, caused an imbalance between supply

and demand. As a result, Isola Wine was forced to market products that were not ready for sale, which led to many complaints from consumers regarding quality inconsistencies.

Table 1
Isola Wine's Harvest, Sales, and Stock-taking Data

Year	June Harvest (Tonnes)	November Harvest (Tonnes)	Total per Year (Tonnes)	Wine Production (Bottles)	Total Sales	Stocktake (Bottles)
2019	26,8	93,4	120,2	120.000	68.810	51.190
2020	27,5	59,8	87,3	87.300	68.486	69.904
2021	5,5	40,4	45,9	45.900	56.465	59.339
2022	0	43,8	43,8	43.800	64.288	38.851
2023	31,3	81	112,3	112.300	82.132	69.019
2024	14,6	59,4	74	74.000	62.716	80.303
Total	-	-	483,5	483,500	402.897	-

Source: PT Prasida Lantur Maju, processed 2025

This phenomenon may indicate an imbalance between yields, production, and stocktake in recent years. Although wine production increased in 2023 due to the surge in demand, the stock-take in 2023 was smaller than the total sales, indicating that Isola Wine experienced a shortage of inventory due to sales exceeding production capacity. This shortage occurs because the wine production process takes at least a year from harvest before it can be sold, so the harvest from 2020 is only available in the market in 2021, and so on. Additionally, in the world of wine, the *aging* process is an important factor where wine quality increases over time, peaking in the third year after harvest, making the balance between production and demand even more crucial in maintaining product quality.

According to Putri & Fauzi (2023), *brand image* is the perception and belief that consumers have, which is reflected in the associations formed in their memory. Meanwhile, according to Mita & Doni (2023), *brand image* is a set of brand associations formed in the minds of consumers. Consumers see *brand image* as an important element of a product, because *brand image* reflects the character of the product. In other words, *brand image* is a crucial factor that can motivate consumers to buy products. The better the *brand image* attached to the product, the greater the consumer's interest in buying it. According to Yudhistira & Shihab (2023), some of the benefits of a positive *brand image* include: 1) Consumers who have a positive view of a brand are more likely to make a purchase. 2) Companies can develop new product lines by utilising the positive image that has been formed on old products. 3) Family branding and leverage branding policies can be applied if the existing product *brand image* is positive. Another factor that influences purchasing decisions in this study is the store atmosphere or environment, both physical and non-physical, which can attract consumers' attention to make purchases.

This study aims to analyse the effect of *brand image* on consumer purchasing decisions at Isola Wine Bali. Isola Wine Bali is a local wine brand that successfully combines Italian viticultural traditions with the natural wealth of Bali. *Brand image* is one of the factors that influence consumers in choosing wine products that match their preferences and values (Macdonald & Sharp, 2000). The more positive *brand image* Isola Wine Bali has, the more likely consumers are to make a purchase. By understanding the relationship between *brand image* and purchase decision, it is hoped that the results of this study can contribute to Isola Wine Bali's brand development and marketing strategy, as well as provide useful insights for the local wine industry in Indonesia.

Method

In this study, the authors used quantitative data obtained through distributing questionnaires with a Likert scale and primary data from respondents who were Isola Wine consumers in 2025, and secondary data were obtained from reports and documents that supported the research. The population in this study includes all consumers who buy wine, both foreign tourists and residents. The sample was drawn using a *nonprobability sampling* technique, namely the *purposive sampling* method. The sample in this study was consumers who made purchases at Isola Wine in 2025. Sample measurement guidelines according to Hair et al. (2012), can be determined as follows:

- a) Depends on the number of parameters being estimated. The guideline is 5-10 times the number of parameters estimated.

- b) The number of statements used as many items. =So that the number of samples used in this study with a minimum of 10 items x 5 = 50 respondents, while the maximum limit is 10 items x 10 = 100. Thus, the respondents to be taken was 100 respondents.

The data collection method was carried out using a questionnaire method, which is a data collection method carried out by providing a list of statements or questions (questionnaires) to respondents with a guide to answer choices. The guide to the choice of answers to the questionnaire in this study uses closed statements or questions related to consumer purchasing decisions who make purchases at *Isola Wine* Bali in 2025 as many as 100 respondents.

Data collection in the form of using questionnaires as research instruments must fulfil two criteria, namely valid and reliability. For this reason, before the questionnaire is distributed, in a study, it is necessary to test the validity and reliability of the questionnaire. All *independent* and *dependent* variables will be analysed using SPSS (*Statistical Package for the Social Sciences*), IBM SPSS Version 25.

Result and Discussion

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was carried out to determine the effect of *brand image* variables (X) on purchasing decisions (Y). Based on the test results obtained as follows:

Table 2
Multiple Linear Regression Analysis Results

Coefficients				
Model	Unstandardised Coefficients		Standardised Coefficients	
	B	Std. Error	Beta	Sig.
1				
	Constant	.896	.347	
	<i>Brand Image</i>	.568	.062	.569

Data Source: Processed from Questionnaire, 2025

Based on Table 1.2, the results of multiple linear regression analysis can be expressed by the following equation:

$$Y = 0,896 + 0,568X + e$$

The linear regression equation above can be explained as follows:

- The constant value shows a positive value with value of 0.896. This shows that the purchase decision is considered without the influence of the *brand image*; the amount of the purchase decision variable is 0.896.
- The *brand image* variable regression coefficient value of 0.568 with t_{hitung} value of 5.912 states that *brand image* has a positive effect on purchasing decisions. This shows that the higher the *brand image* conveyed, the higher the positive impact, namely the higher the consumer's purchasing decision on *Isola Wine* Bali.

Test Results of Correlation Coefficient (r) and Coefficient of Determination (R²)

Table 3
Test Results of Correlation Coefficient (r) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790	.625	.613	.615695

Data Source: Processed from Questionnaire, 2025

Based on the *summary model output* in Table 1.3, the results of the correlation coefficient (r) test show that the magnitude of the influence of the *brand image* variable on purchasing decisions is 0.790 or 79%. The magnitude of

the R-square number (R^2) is 0.625 or 62.5%. This figure is used to see how product quality, *brand image*, and *brand trust* on consumer purchasing decisions at *Isola Wine Bali*. This figure shows how the *brand* variable shows what factors can influence consumer purchasing decisions and together by 62.5% while the remaining 37.5% is influenced by other factors.

Hypothesis Test

F Test Results

The F test in this study was conducted to identify whether the regression equation model was feasible or not feasible to use to explain the effect of the independent variables on the dependent variable. Based on the test results and data processing, the results are as follows:

Table 4
F Test Results

ANNOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.539	3	20.180	53.233	.000 ^a
	Residual	36.392	96	.379		
	Total	96.930	99			

Data Source: Processed from Questionnaire, 2025

Based on the results in Table 4.12, a significance value of 0.000 is obtained because the significance value of 0.000 < 0.05. It can be said that the linear regression model obtained is feasible to be used to explain brand image to consumer purchasing decisions at *Isola Wine Bali*.

The results of the t-test

The t test is carried out to determine how much influence the independent variables individually have on the dependent variable. This study with a significance of 5% or $\alpha = 0.05$. The t-test results can be seen in the table as follows:

Table 5
The results of the t-test

Coefficients						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
1		B	Std. Error	Beta	5.912	.000
	(Constant)	.896	.347			
	<i>Brand Image</i>	.568	.062	.569		

Data Source: Processed from Questionnaire, 2025

Based on the results of the analysis calculations in Table 1.5, it can be described as follows: namely, the *brand image* variable (X_2) has a beta value of 0.568 with a significant value of 0.000, which is smaller than 0.05. This shows that the *brand image* variable has a positive and significant influence on consumer purchasing decisions at *Isola Wine Bali*. This shows that the *brand image* variable has a positive and significant influence on consumer purchasing decisions at *Isola Wine Bali*. This proves that the second hypothesis on the *brand image* variable has a positive and significant effect can be accepted.

Discussion

The Effect of Brand Image on Consumer Purchasing Decisions at Isola Wine Bali

Brand image describes the extrinsic properties of a product or service, including how it tries to meet the psychological or social needs of customers (Kotler & Keller, 2016). Brand image has an important meaning in a product's image, because it is very influential on consumer perceptions about all the information obtained by consumers on the brand. Consumers in purchasing a product not only see the product in terms of quality, price, and promotion, but also the brand image attached to the product.

Various studies have proven a positive relationship between brand image and consumer purchasing decisions. For example, research conducted by Jamila & Siregar (2022), on the effect of brand image on purchasing decisions at Starbucks Coffee Jababeka Cikarang shows that brand image has a strong correlation with consumer lifestyle, with a correlation value of 0.634. This shows that brand image plays an important role in influencing purchasing decisions, where positive perceptions of the brand can increase the likelihood of consumers to choose that product or service. In addition, the study also revealed that brand image has a partial effect on purchasing decisions, as well as a simultaneous effect of 56.2%, which indicates that lifestyle factors also play an important role in the purchasing decision-making process.

Another study by Budiyo & Sulisty (2022), also highlighted the positive and significant effect of brand image on purchasing decisions with a coefficient of 0.277. This study shows that brand image simultaneously has a significant influence on purchasing decisions. These findings reinforce the importance of brand image in influencing consumer decisions, especially in the perfume product industry such as Bvlgari Sporty Extreme, and provide a basis for improving marketing strategies.

Research by Sanjaya & Sukma (2023), adds evidence that brand image, along with promotion and product quality, influence purchasing decisions. Using quantitative methods with a sample of 100 Hammerstout consumers, the results showed that these three factors have a significant influence with a contribution of 80.5% to purchasing decisions. Of the three factors, promotion has a dominant influence. This shows that in addition to a strong brand image, an effective promotional strategy and good product quality are very important in influencing consumer decisions. This research confirms that understanding the influence of brand image is crucial in designing marketing strategies that can increase product purchasing decisions.

Respondents' responses to the indicators of *Isola Wine* Bali's logo, colours, and slogan are easily recognisable, showing the lowest value. This shows that the logo design, colours, and slogans that are considered by consumers are still quite difficult to identify easily, where the white logo colour is rather difficult to identify quickly and easily. In addition, the logo made in product packaging uses a *gold* colour that is not too striking, making it difficult for consumers to recognize it from a distance.

Respondents' responses to the indicator *Isola Wine* Bali have unique characteristics that distinguish it from other brands, showing the highest value. This shows that *Isola Wine* Bali, which is a local *wine* product from Indonesia, can compete with well-known *wine* brands from other countries. Some respondents who are consumers and are included in the category of foreign consumers said that the taste of *wine* produced by *Isola Wine* Bali is a unique taste and suits their taste. Consumers also said that the price, which is considered quite cheap compared to other well-known products, makes *Isola Wine* Bali able to attract both local and international consumers.

Conclusion

Based on the results of the research and analysis that have been carried out, it can be concluded that *brand image* has a positive and significant effect on consumer purchasing decisions at *Isola Wine* Bali. In the brand image variable, it is hoped that adjustments can be made regarding the colour of the product packaging, which also needs to be adjusted to the colour of the wine product bottle. This adjustment needs to be made so that wine products produced by *Isola Wine* Bali can have their uniqueness and characteristics both visually and in use, so that they can have their own characteristics when compared to other wine brands.

Acknowledgments

We would like to express our gratitude to those who have contributed to making this manuscript acceptable for publication in an international journal.

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