



The Influence of Product Quality, Brand Image and Brand Trust on Consumer Purchase Decisions At Isola Wine Bali

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Abstract The research is motivated by the growing wine industry in Indonesia, particularly in Bali, where local brands like Isola Wine face challenges in maintaining quality and meeting demand due to long production cycles. This research was conducted with the aim of determining the influence of product quality, *brand image*, and *brand trust* on consumer purchase decisions at Isola Wine Bali. Using a purposive sampling method, data were collected from 100 respondents, comprising both local and foreign consumers. Multiple linear regression analysis revealed that product quality ($\beta = 0.403$, $p = 0.001$), *brand image* ($\beta = 0.568$, $p = 0.000$), and *brand trust* ($\beta = 0.723$, $p = 0.000$) all have a positive and significant effect on purchase decisions. The population in this study includes all consumers who buy wine, both foreign tourists and locals. The results of multiple linear regression analysis show that product quality, *brand image*, and *brand trust* have a positive and significant effect on purchase decisions. Regarding product quality, it is hoped that Isola Wine Bali can evaluate the type of wine bottle used. For *brand image*, adjustments are suggested concerning the color of the product packaging, which should align with the color of the wine bottle. As for *brand trust*, it is expected that Isola Wine Bali can consistently provide updated information about the products offered.

Keywords: Product Quality, Brand Image, Brand Trust, Purchase Decision

Introduction

Wine itself is a fermented drink made from grapes that has been enjoyed in various parts of the world for centuries. Europe, particularly France, Italy, and Spain, has long been known as a major producer of wines with distinctive heritage and manufacturing techniques (Baiano, 2021; Belda et al., 2017; Gómez-Carmona et al., 2023; Ohana-Levi & Netzer, 2023; Santos et al., 2022). The winemaking

process starts from the grape planting and harvesting stages, which usually take about 3 to 5 years from planting until the vine can produce optimal fruit (Beres et al., 2017; Buican et al., 2023; Fraga, 2019; Ottone et al., 2020; Silva et al., 2023). The grape harvest period itself occurs once a year, depending on the variety and climatic conditions. Once harvested, the grapes are immediately processed through the crushing and fermentation stages, which take about 7 to 14 days for initial fermentation. Next, the wine enters the aging stage, which can last from a few months to several years, depending on the type of wine produced. White wine generally requires a shorter aging time, around 6 months to 1 year, while red wine can undergo aging for 1 to 3 years or more. Once the maturation process is complete, the wine is bottled and goes through a distribution stage, which includes shipping to various sales channels, including restaurants, hotels, and retail outlets. With long production cycles and depending on environmental factors, each stage in this process greatly determines the final quality of the wine being marketed.

In recent decades, tropical countries, including Indonesia, have begun to develop their wine industries. In Bali, for example, the tropical climate conditions with lower rainfall than other regions in Indonesia allow for the production of local wines with unique characteristics. In fact, Indonesian-produced wines have received international awards. The presence of local wines such as Sababay, Hatten Wines, Plaga Wine, Baliwein, and Isola Wine has enriched the choices for consumers, both tourists and local communities, who are increasingly interested in exploring Indonesian wine products.

Isola Wine is one of the projects of *Cantine Toddler*, which started in 2012 with the aim of producing high-quality local wines from Bali by applying the wine processing culture from Italy. *Cantine Balita* itself is a Balinese boutique winery that combines winemaking knowledge from Italy with Balinese agricultural traditions to produce high-quality wines and support local businesses and farmers, especially in Buleleng, Bali. The entire process, from cultivation to production, is carried out in the northern area of Bali to ensure the quality and authenticity of their products.

Cantine Toddler vineyards are spread across various areas in Buleleng, including Singaraja and Gerokgak, which have ideal soil and climate conditions for grape cultivation. Meanwhile, their production factory is located in Tajun, Kubu Additional District, Buleleng Regency, Bali 81172. By utilizing local resources and implementing high production standards, Isola Wine succeeds in presenting quality wine products that reflect the uniqueness of Bali in each bottle.

Isola Wine carries a mission to produce Balinese wines that challenge global brands. To be able to produce, Isola Wine needs at least 1 year from the planting period. Giotto Castiglioni (as Marketing Director) brought in his original grape seeds from Italy. Isola Wine produces wine with three types of grapes, namely Muscat St. Vallier, Malvasia Nera, and Syrah. One of the most famous grape varieties is Muscat St. Vallier, which originated in Northern Europe with varieties

from the *Moscato* family. This variety is the only white grape known and developed by local farmers in Indonesia. The mission 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. The nature and climate of Buleleng are very supportive for wine cultivation; therefore, Isola Wine is confident that Buleleng grapes will be able to produce high-quality wines.

Currently, Isola Wine is able to produce 8,000 (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 a limited range of products compared to its competitors, with a maximum production volume of only 10% of that of its competitors. This limitation is actually one of the factors that strengthens the exclusivity and quality of the products offered.

In 2023, there was a surge in demand that posed new challenges for Isola Wine in maintaining the quality of its products. The wine production process, which requires a long aging time, leads to an imbalance between supply and demand. As a result, Isola Wine was forced to market products that were not ready to be sold, which then triggered many complaints from consumers regarding quality inconsistencies.

Table 1. Isola Wine Harvest, Sales and Stock Taking Data

Year	June Harvest (Tons)	November Harvest (Tons)	Total per Year (Tons)	Wine Production (Bottle)	Total Sales	Stick Intake (Bottle)
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 can show an imbalance between crop yields, production, and stock opname in recent years. Although wine production increased in 2023 in line with the surge in demand, the number of stock taken in 2023 showed a smaller figure than total sales, indicating that Isola Wine experienced a shortage of inventory due to sales that exceeded production capacity. This shortage of stock occurs because the wine production process takes at least one year from the harvest period before it can be sold, so the harvest from 2020 is only available on the market in 2021, and so on. In addition, in the world of wine, the aging process is an

important factor in which the quality of wine improves over time, with its peak in the third year after harvest, making the balance between production and demand even more crucial in maintaining product quality.

The wine industry in Bali has seen significant growth in recent years, with local brands like Isola Wine gaining recognition both domestically and internationally. However, despite this progress, challenges such as maintaining consistent product quality, building a strong brand image, and fostering consumer trust remain critical issues. Previous studies have explored the impact of these factors on consumer purchase decisions in various industries, but there is limited research focusing on the wine sector in emerging markets like Indonesia. This gap highlights the need for a deeper understanding of how product quality, brand image, and brand trust collectively influence consumer behavior in this niche market. Addressing this gap is essential to provide actionable insights for local wine producers striving to compete in a market dominated by established international brands.

The urgency of this research is underscored by the unique challenges faced by Isola Wine, including production constraints due to long aging processes and fluctuating demand. In 2023, the brand experienced a surge in demand, leading to inventory shortages and quality inconsistencies, which negatively affected consumer perceptions. These issues emphasize the need for empirical evidence on how key marketing variables impact purchase decisions, enabling the brand to strategize effectively. Furthermore, as Bali's tourism industry continues to thrive, the demand for local wines is expected to grow, making it imperative for producers to strengthen their market position. This study addresses these pressing concerns by examining the interplay of critical factors that drive consumer choices in this context.

This research contributes novelty by focusing on a local Indonesian wine brand, a subject rarely explored in existing literature, which predominantly examines established wine markets in Europe and the Americas. By investigating the combined effects of product quality, brand image, and brand trust, the study offers a holistic view of consumer decision-making in an emerging market. Additionally, it incorporates practical challenges specific to Isola Wine, such as production delays and branding limitations, providing tailored recommendations. The findings will enrich the academic discourse on consumer behavior in the wine industry while offering fresh perspectives on how local brands can leverage their unique strengths to compete globally.

The primary purpose of this study is to analyze the influence of product quality, brand image, and brand trust on consumer purchase decisions at Isola Wine Bali. By employing a quantitative approach with purposive sampling, the research aims to identify which factors hold the most significant weight in shaping consumer preferences. The objectives include assessing the individual and collective impact of these variables and evaluating their implications for marketing strategies. This

study also seeks to bridge the theoretical gap by applying established marketing frameworks to a less-explored industry and regional context, thereby expanding the applicability of these theories. Ultimately, the research strives to provide a foundation for future studies on local wine brands in similar markets.

The benefits of this research extend to both academic and practical realms. Academically, it enhances understanding of consumer behavior in the wine industry, particularly in emerging economies, and validates existing theories in a new context. For practitioners, the findings offer actionable recommendations for Isola Wine and similar brands to improve product offerings, refine branding strategies, and build stronger consumer relationships. By addressing gaps in quality consistency and brand communication, local producers can enhance their competitiveness and capitalize on growing demand. Furthermore, the study highlights the importance of sustainability and ethical production practices, which are increasingly valued by consumers. These insights can guide policymakers and industry stakeholders in supporting the growth of Bali's wine sector, contributing to regional economic development.

Methods

The population in this study included all consumers who bought wine, both foreign tourists and locals. Sample withdrawal was carried out using a nonprobability sampling technique, namely the purposive sampling method. Nonprobability sampling with the purposive sampling method is a sample extraction technique that does not provide the same opportunity for each element of the population to be selected as a sample. Thus, 100 respondents were taken. This number was considered sufficiently representative of the population to be studied because it met the maximum limit of the research sample.

Results and Discussion

The product quality variable (X1), has a beta value of 0.403 with a significant value of 0.001 which is smaller than 0.05. This shows that product quality variables have a positive and significant influence on consumer purchase decisions at Isola Wine Bali. This proves that the first hypothesis on the product quality variable has a positive and significant effect is acceptable.

The brand image variable (X2), 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 purchase decisions at Isola Wine Bali. This proves that the second hypothesis on the brand image variable has a positive and significant effect is acceptable.

The brand trust variable (X3), has a beta value of 0.723 with a significant value of 0.000 which is smaller than 0.05. This shows that the brand trust variable has a positive and significant influence on consumer purchase decisions at Isola

Wine Bali. This proves that the third hypothesis on the brand trust variable has a positive and significant effect is acceptable.

The Influence of Product Quality on Consumer Purchase Decisions at Isola Wine Bali

Product quality has a positive and significant effect on purchasing decisions. These results are in line with previous research, which also showed that product quality has a positive and significant effect on purchase decisions (Barcelona, Riorini, & Tanriseptia, 2019; Citra & Santoso, 2021; Daha, Samad, & Musfar, 2014; Fernando & Aksari, 2018; Gerung, Mandey, & Tumbuan, 2017; Hendro & Hidayat, 2018; Mahanani, 2018; Nasution, Arifin, & Fachreza, 2020; Porawouw, Masni, & Wantasen, 2018; Pratama & Santoso, 2018; Purba, 2016; Rosa, 2020; Sari, Yusra, & Handayani, 2018; Setyani & Prabowo, 2020; Sumiati & Mujanah, 2018; Syaleh, 2017; Tehubijuluw & Sari, 2017; Ulfa & Sulistyorini, 2018; Wisconsin, 2018).

Respondents' responses to the Isola Wine Bali indicator have an easy-to-recognize bottle design indicating the lowest value. This shows that bottle designs that are considered by consumers are too simple or lack their own characteristics, both the design and logo colors which are felt to be quite owned by products from other brands. This makes consumers who are respondents in this study say that it is difficult to quickly recognize Isola Wine Bali wine products because many bottle designs are also used by other products.

Respondents' responses to the Isola Wine Bali price indicator in proportion to the benefits provided showed the highest score. Based on interviews with several respondents, they said that the prices offered are in accordance with the benefits provided, including wine flavors that suit consumer tastes, diverse flavors that make consumers have many variants according to their needs, and prices that can compete with other wine brands.

The Influence of Brand Image on Consumer Purchase Decisions at Isola Wine Bali

Brand image has a positive and significant effect on purchase decisions. These results are in line with the findings of previous research, which showed that brand image has a positive and significant effect on purchase decisions (Aditya, Zakaria, & Marlina, 2020; Amron, 2018; Anwar & Andrean, 2020; Chae & Kim, 2020; Citra & Santoso, 2021; Ernawati, Sari, & Yasa, 2021; Firmanto, 2019; Foster, 2018; Fransiska & Madiawati, 2021; June, 2021; Kim & Chao, 2019; Novansa & Ali, 2018; Novita, Herlambang, & Sihombing, 2019; Nugroho, 2022; Perdana & Nanang, 2018; Saputra, 2021; Tyas & Hartelina, 2021; Utomo & Waluyo, 2018; Wu, Liu, & Huang, 2022; Zongwei, Liu, & Zhang, 2022).

Respondents' responses to the easily recognizable Isola Wine Bali logo, color, and slogan indicators indicate the lowest value. This shows that the logo

design, colors and slogans that are considered by consumers are still quite difficult to recognize easily, where the color of the logo that is white is a bit difficult to be recognized quickly and easily. In addition, the logo made on the product packaging uses a gold color that is not too flashy, making it difficult for consumers to recognize it from a distance.

Respondents' responses to the Isola Wine Bali indicator have unique characteristics that distinguish it from other brands showing the highest value. This shows that Isola Wine Bali is a local wine product from Indonesia that can compete with wine brands from other countries that are already quite famous. Several respondents who are consumers and belong to the category of foreign consumers said that the taste of wine produced by Isola Wine Bali has a taste that is quite unique and in accordance with their tastes. Consumers also say that with prices that are considered quite cheap compared to other well-known products, Isola Wine Bali can captivate the hearts of both local and international consumers.

The Influence of Brand Trust on Consumer Purchase Decisions at Isola Wine Bali

Brand trust has a positive and significant effect on purchasing decisions. These results are in line with the findings of previous studies, which showed that brand trust has a positive and significant effect on purchasing decisions (Al-Ekam, 2021; Alberto & Watanabe, 2020; Amron, 2018; Bhandari & Rodgers, 2019; Budiyo & Novandalina, 2022; Chae & Kim, 2020; Chang & Rhodes, 2023; Dam, 2020; Hansopaheluwakan, 2020; Jung, 2021; June, 2021; Kim & Chao, 2019; Nosi & Pucci, 2021; Saputra, 2021; Soni & Verghese, 2018; Tong, 2022).

Respondents' responses to the Isola Wine Bali indicator provide transparent information about the products they produce showing the lowest value. This shows that there is still a lack of information about the products produced, especially on social media (website or Instagram) which does not provide information on composition and proof of production photos which is considered important for some consumers to be able to see the manufacturing process and the materials used whether they are quality or not.

Respondents' responses to the Isola Wine Bali brand indicator have a good reputation among the public showing the highest value. This shows that Isola Wine Bali, which is one of the original Indonesian wine brands produced in Bali, has made the image of Isola Wine Bali good in the community. This is also a form of local community to be able to introduce this original Indonesian wine product to foreign tourists so that it can be known and accepted by tourists who come to Indonesia and are interested in buying this original Indonesian wine product as one of the souvenirs.

Conclusion

Product quality has a positive and significant effect on consumer purchasing decisions at Isola Wine Bali. Brand image has a positive and

significant effect on consumer purchasing decisions at Isola Wine Bali. Brand trust has a positive and significant effect on consumer purchasing decisions at Isola Wine Bali.

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