

Analysis of Green Marketing on Purchasing Decisions for Ades mineral water and Brand Image as an Intervening variable (Survey on Ades mineral water consumers in Sukabumi City)

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Abstract

Received:

Revised:

Accepted:

This study aims to analyze the effect of Green Marketing on Purchasing Decisions for Ades mineral water, with Brand Image as the Intervening variable. In the context of increasing consumer awareness of environmental issues, marketing strategies that focus on sustainability are becoming increasingly important. The research method used was a survey with a questionnaire distributed to 210 respondents of Ades mineral water consumers in Sukabumi City. The data obtained were analyzed using path analysis to test the relationship between the variables studied. The results of this study indicate that Green Marketing has a positive and significant influence on Brand Image, and Brand Image has a positive effect on Purchasing Decisions. In addition, Brand Image is proven to act as an intervening variable that strengthens the relationship between Green Marketing and Purchasing Decisions. These findings indicate that effective Green Marketing strategies can enhance Brand Image and, in turn, influence Consumer Purchasing Decisions. This research provides insights for companies in designing marketing strategies that are more sustainable and responsive to the needs of consumers who care about the environment.

Keywords: Green Marketing, Brand Image, Purchasing Decisions

INTRODUCTION

Environmental damage in Indonesia is increasing due to the lack of public awareness of the environment. This is due to the control of technology, as there are many questions about how and how much data is disposed of or processed. However, people are becoming aware of products that are not environmentally friendly in today's technological era. These are some examples of how companies are starting to adjust their businesses by changing their environmental management systems, reducing waste, and integrating environmental issues into their business activities (Aprianto et al., 2022). The problem of waste management is an urgent issue in Indonesia because it can pose various serious threats to the environment. Pollution rates will increase if this problem is not resolved immediately.

Consumer purchasing decisions for a product are basically close to consumer behavior. Consumer behavior describes an important element in the marketing activities of a product that companies need to know, because companies basically do not know what is in the mind of a consumer (Fetrisen & Aziz, 2019). When knowing consumers, it is necessary to study consumer behavior as a manifestation of all human mental activities in everyday life. Perceptions of the influence of others and internal motivations will interact to determine the final decision that is considered the most appropriate (Andriani et al., 2019). Consumers give a positive reaction to companies that implement green marketing, so that they can make the company's reputation and

brand image better in the eyes of consumers. Companies that succeed in building a brand image that will have added value from other companies and influence purchasing decisions (Desanto et al., 2018). Brand image determines product perceptions and influences purchasing decisions. The better the brand image of these products and services, the stronger consumer confidence in these products and motivates consumer purchasing decisions (Nusraningrum et al., 2021). In addition, a positive brand image can increase interest and desire. customers to buy certain goods or services. In this context, brand image acts as an intervening variable that affects the relationship between green marketing and consumer purchasing decisions (Rostianto AM Ramdan 2019). Green Marketing can help bottled water producers, including improving brand reputation and having an impact on consumer purchasing decisions. Green Marketing began to develop along with public awareness of the decline in environmental quality which has encouraged people to take responsibility, including companies that make products that damage the environment (Pertiwi & Sulistyowati, 2021).

PT Akasha Wira International Tbk (ADES), a company engaged in the production and distribution of beverage products, especially bottled drinking water (AMDK) under the Ades brand. The company has launched eco-friendly packaging as an effort to reduce negative impacts on the environment, which not only helps the environment but also improves the brand image in the eyes of the public. This Ades mineral water company, one of the companies that declared the first green marketing in Indonesia through advertisements in 2012 with the slogan “Choose, Drink, and Crush”. In this slogan, we can know that Ades mineral water implements a green marketing strategy. The problem in the company is the increasingly fierce competition in the AMDK industry, because AMDK Ades has not become the first choice in AMDK products, consumers are less satisfied with the product because many similar AMDK brands are better than AMDK Ades. This shows that many consumers do not know the green marketing of AMDK Ades, which makes AMDK Ades unable to become the main brand for AMDK consumers (Rachmawaty & Hasbi, 2020).

METHODS

This research method uses a quantitative method with a causal descriptive approach, which explains the relationship between variables objectively through statistical analysis theory. The research begins with the preparation of research instruments, primary data collection through surveys, and data analysis using statistical methods to test the relationship between Green Marketing and Brand Image with the Ades mineral water Purchase Decision. The population in this study were consumers of Ades mineral water in Sukabumi City, with samples taken using purposive sampling technique. Sample criteria are consumers who have consumed Ades mineral water and are willing to fill out a questionnaire. The number of samples was determined using the Hair formula with a calculated sample size that shifted the number of indicators with numbers between 5-10.

Data was collected through a structured questionnaire that included statements relating to the level of Green Marketing, Brand Image, Purchase Decision, and demographic characteristics of respondents. Variable measurement uses a Semantic Differential scale of 1-7, where 1 means “strongly disagree” and 7 means “strongly agree”. The variables measured include Green Marketing, Brand Image, Purchasing Decisions, Marketing Management, and Consumer Behavior. Green Marketing dimensions include policy of green product, pricing of green product, promotion of green product, and place of green product. Meanwhile, Brand Image is measured through brand

identity, brand personality, brand association, brand attitude and behavior, brand benefits and advantages. And Purchasing Decisions are measured through product choice, brand choice, supplier choice, purchase time, and purchase quantity.

This data analysis was carried out through several stages. First, descriptive analysis was conducted to statistically describe the characteristics of respondents. Furthermore, validity and reliability tests were carried out using the measurement model evaluation (outer model) in SmartPLS 3, which includes convergent validity (with AVE > 0.5), constructs are considered to have high reliability if the composite reliability value is > 0.70, and an indicator is considered reliable if the Cronbach's alpha value is > 0.70.

To test the relationship between variables, structural regression analysis (Structural Equation Modeling/SEM-PLS) was conducted with SmartPLS. Path Analysis is used to measure Green Marketing Analysis on Purchasing Decisions and Brand Image as Intervening variables, both directly and indirectly.

The analysis results are presented in the form of SmartPLS 3-based tables equipped with clear and in-depth interpretations. With this approach, this research is expected to provide a comprehensive insight into the Analysis of Green Marketing on Purchasing Decisions and Brand Image as Intervening variables by consumers of Ades mineral water in Sukabumi City.

RESULTS AND DISCUSSION

RESULT

Descriptive analysis

Descriptive analysis put together in one table that includes gender, age, education level, and income level based on 210 respondents:

Table 4.1 Respondent Characteristics

Characteristic s	Category	Number of Respondent	Percentage (%)
Gender	Male	109	51,9%
	Woman	101	48,1%
Age	13-17 year	40	18,5%
	18-21 year	61	28,2%
	22-25 year	92	42,6%
	26-28 year	21	9,7%
	>30	2	0,9%

Source: Processed by researchers, 2025

Based on table 4.1, we can find out that Ades mineral water consumers are male as many as 109 people or 51.9%. Meanwhile, for female Ades mineral water consumers, there are 101 people or 48.1%. The age of Ades mineral water consumers is dominantly aged 22-25 years with the highest number, namely 92 people or 42.6%.

External model testing

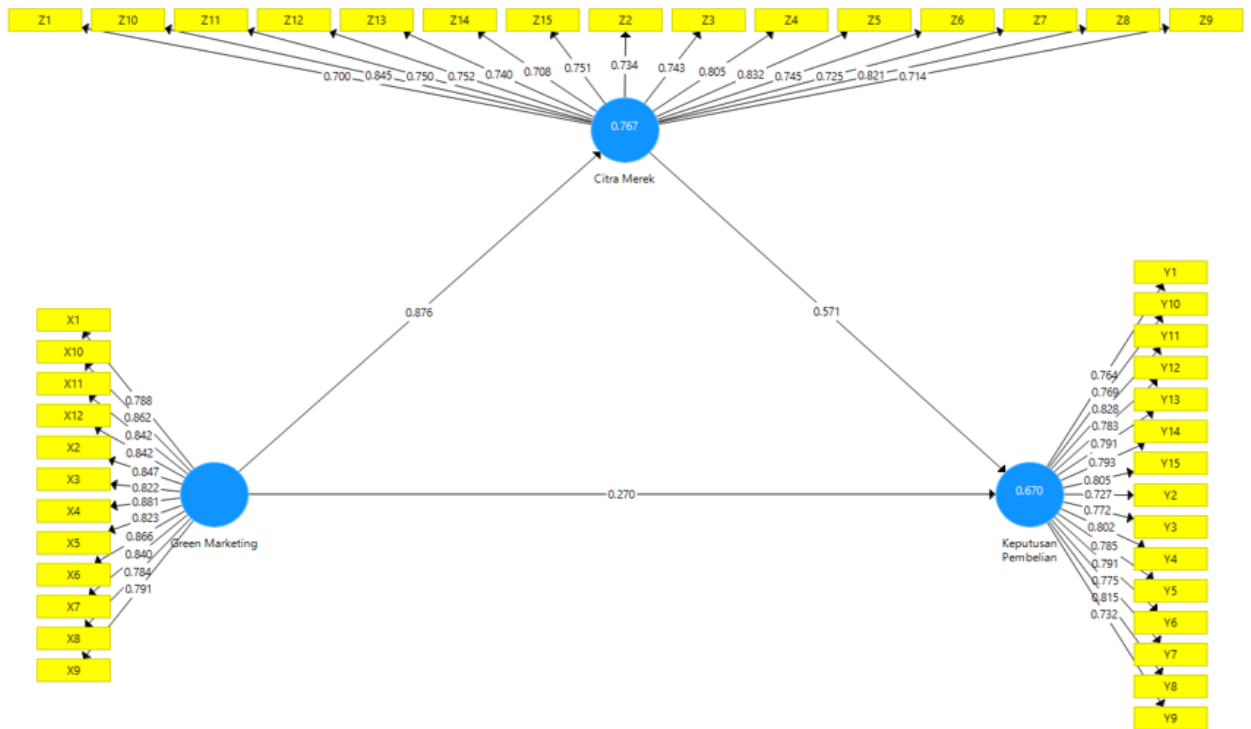


Figure 4.1 Path Diagram of the pls model

Source: Processed by researchers, 2025

The figure above is a representation of a structural model that shows the relationship between the variables “Green Marketing”, “Brand Image”, and “Purchase Decision”. This model uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach to test the relationship between latent variables.

The variable “Green Marketing” is measured through twelve indicators (X1 to X12) with loading factor values ranging from 0.788 to 0.881, which indicates that all indicators have a strong contribution to the latent variable. Meanwhile, the variable “Brand Image” is also measured through fifteen indicators (M1 to M15) with a loading factor value ranging from 0.700 to 0.845, which indicates that these indicators are quite valid in representing their variables. And the variable “Purchase Decision” which is measured through fifteen indicators (Y1 to Y15) with a loading factor value ranging from 0.727 to 0.828 which indicates that all indicators have a strong contribution to the latent variable.

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Test Validity &

Reliability

Validity test result X (*Green Marketing*)

NO	Item	R-count	R-critical	Description
1	X1.1	0,788	0,3	Valid

2	X1.2	0,847	0,3	Valid
3	X1.3	0,822	0,3	Valid
4	X1.4	0,881	0,3	Valid
5	X1.5	0,823	0,3	Valid
6	X1.6	0,866	0,3	Valid
7	X1.7	0,840	0,3	Valid
8	X1.8	0,784	0,3	Valid
9	X1.9	0,791	0,3	Valid
10	X1.10	0,862	0,3	Valid
11	X1.11	0,842	0,3	Valid
12	X1.12	0,842	0,3	Valid

Validity test result M (Brand Image)

NO	Item	R-count	R-critical	Description
1	M.1	0,700	0,3	Valid
2	M.2	0,734	0,3	Valid
3	M.3	0,743	0,3	Valid
4	M.4	0,805	0,3	Valid
5	M.5	0,832	0,3	Valid
6	M.6	0,745	0,3	Valid
7	M.7	0,725	0,3	Valid
8	M.8	0,821	0,3	Valid
9	M.9	0,714	0,3	Valid
10	M.10	0,845	0,3	Valid
11	M.11	0,750	0,3	Valid
12	M.12	0,752	0,3	Valid
13	M.13	0,740	0,3	Valid
14	M.14	0,708	0,3	Valid
15	M.15	0,751	0,3	Valid

Validity test result Y (Purchasing Decisions)

NO	Item	R-count	R-critical	Description
1	Y.1	0,764	0,3	Valid
2	Y.2	0,727	0,3	Valid
3	Y.3	0,772	0,3	Valid
4	Y.4	0,802	0,3	Valid
5	Y.5	0,785	0,3	Valid
6	Y.6	0,791	0,3	Valid
7	Y.7	0,775	0,3	Valid
8	Y.8	0,815	0,3	Valid
9	Y.9	0,732	0,3	Valid
10	Y.10	0,769	0,3	Valid
11	Y.11	0,828	0,3	Valid
12	Y.12	0,783	0,3	Valid
13	Y.13	0,791	0,3	Valid
14	Y.14	0,793	0,3	Valid
15	Y.15	0,805	0,3	Valid

Based on the results of the outer loadings in the table, it can be concluded that all indicators

have a significant contribution to the measured construct. For the Green Marketing construct, the outer loading value ranges from 0.788 to 0.881, where the X4 indicator has the highest contribution (0.881), while X1 has the lowest value (0.773) but is still within acceptable limits (>0.70). This indicates that each indicator in this construct is valid in measuring Green Marketing. Meanwhile, for the Brand Image construct, the outer loading value ranges from 0.700 to 0.845, with indicator M10 having the highest correlation (0.845) with the construct, while M1 has the lowest value (0.700). Although lower than other indicators, this value still meets the minimum standard. While the Purchase Decision construct, the outer loading value ranges from 0.727 to 0.828, where indicator Y11 has the highest contribution (0.828), while Y2 has the lowest value (0.727). Although lower than other indicators, this value still meets the minimum standards recommended in PLS-SEM analysis.

Overall, the three constructs have good convergence validity, as all indicators have an outer loading value above 0.70. This indicates that each indicator is able to represent its construct strongly and reliably. However, indicators with lower loading values, such as X4, M1, and Y2, can be considered for review to improve model accuracy.

Table 4.2 Reliability test results

Variable	Composite Reliability	Cronbach's Alpha	Description
<i>Green Marketing</i>	0,964	0,960	Reliabel
Brand Image	0,953	0,947	Reliabel
Purchasing Decisions	0,959	0,955	Reliabel

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.2 above, all variable indicators have good reliability, because the combined reliability value for each variable is > 0.8 . The research data can be said to be reliable because it meets the composite reliability criteria.

Table 4.3 Results of AVE analysis

Variable	Average Variance Extracted (AVE)
<i>Green Marketing</i>	0,694
Brand Image	0,576
Purchasing Decisions	0,613

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.3 above, it can be seen that the AVE value for each indicator has a value of > 0.5 so it can be concluded that all variables in this study meet the criteria for convergent validity. After testing the outer model, the next step is to test the inner model.

This test is carried out to find out how the construct, significance value, and r-square value of the research model. This structural model evaluation is known as the inner model, showing how latent variables interact based on the substantive theory of research. This test includes the following aspects:

1. *Coefficient of Determination (R^2)*

The r-square (R^2) test is carried out to calculate the squared correlation between the actual and predicted endogenous variables to determine the accuracy of the model prediction. The R-Square assessment criteria are 0.75 (high), 0.5 (medium), 0.25 (low). The R-Square value between 0 and 1 shows some of the influence of the independent variable on the dependent variable (Hair, et al., 2023).

Table 4.4 r-square

Variable	R-Square	Description
Brand Image	0,767	Strong
Purchasing Decisions	0,670	Strong

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.4, the r-square value (coefficient of determination) of Brand Image (m) is 0.767, which means that the perceived value of Green Marketing is a strong category. The r-square value for the Purchasing Decision variable (y) is 0.670, which indicates that the perceived value of Green Marketing and Brand Image together can influence Purchasing Decisions with a strong category.

2. Effect Size (f-square)

The F-Square test is conducted to determine how much influence the endogenous latent variables have on the exogenous latent variables. An F-Square value equal to 0.35 indicates that the latent variable predictor has a large influence. A value of 0.15 indicates a medium influence, and a value of 0.02 indicates a small influence (Kock & Hadaya, 2018).

Table 4.5 Effect size result

Variable	X	M	Y
Green Marketing		3,291	0,052
Brand Image			0,230
Purchasing Decisions			

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

In table 4.5, there are the results of the calculation of the effect size results which show that the effect of Green Marketing on Purchasing Decisions with a value of 0.052 can be included in the category that Green Marketing on Purchasing Decisions is in the large category. Meanwhile, the effect of Brand Image on Purchasing Decisions shows a figure of 0.230 which is categorized as medium, and Green Marketing on Brand Image is 3.291 which is stated to have a large effect.

The conclusions of all influence values are collected in one matrix, making it easier for researchers to analyze the influence between latent variables, the following is a summary of the influence between variables in the study:

Table 4.6 Summary Matrix of Influence

Variable	T Statistic	P-value	Original Sample (O)	Sample Mean (M)	Standard Deviation
Green Marketing -> Purchasing Decisions	2.998	0.003	0.270	0.000	0.090
Green Marketing -> Brand Image	51.203	0.000	0.876	0.000	0.017
Brand Image-> Purchasing Decisions	7.153	0.000	0.571	0.000	0.080
Green Marketing -> Brand Image-> Purchasing Decisions	7.346	0.000	0.000	0.506	0.068

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.6, it can be seen that the direct effect between the Green Marketing, Brand Image, and Purchasing Decision variables is significant, to determine whether it is significant or not, it can be seen in the table with the p-value where the results obtained are as follows:

a. Hypothesis 1

The results of the Green Marketing Effect on Purchasing Decisions resulted in a t-statistic of 2.998 > 1.96. It can be concluded that Green Marketing has a significant effect on

Purchasing Decisions. Based on these results, H1, which suspects Green Marketing on Purchasing Decisions, **can be accepted**.

b. Hypothesis 2

The results of the effect of Green Marketing on Brand Image produced a t-statistic of $51.203 > 1.96$. It can be concluded that Green Marketing has a significant effect on Brand Image. Based on these results, H2, which suspects Green Marketing on Brand Image, **can be accepted**.

c. Hypothesis 3

Based on testing, it can be seen that Brand Image on Purchasing Decisions produces a t-statistic of $7.153 > 1.96$. It can be concluded that Brand Image has a significant effect on Purchasing Decisions. Based on these results, H3, which suspects that Brand Image has an effect on Purchasing Decisions, **can be accepted**. **DISCUSSION**

The results of this study provide very important insights into Green Marketing and Brand Image on Purchasing Decisions, especially for consumers in Sukabumi city.

1. Effect of Green Marketing (X) on Purchase Decisions (Y)

This hypothesis testing is seen from the path coefficient table. It can be seen in table 4.7 that the exogenous Green Marketing construct has a significant effect value ($O = 0.270$) with the Purchase Decision construct. The t-statistic value is $2.998 > 1.96$ and the p-value is $0.003 < 0.5$. It can be concluded that hypothesis testing shows a significant influence between Green Marketing on Purchasing Decisions.

This is in line with research conducted by (Dewi Nusraningrum, et al, 2021) which states that green marketing has a positive and significant effect on purchasing decisions and Brand Image. Meanwhile, this is not in line with research from (Yusuf Romadon, et al, 2014) which states that green marketing has an effect but is not significant on purchasing decisions and brand image. This shows that the more attractive Green Marketing is, the more it increases Purchasing Decisions.

2. Effect *Green Marketing* (X) on Brand Image (M)

This hypothesis testing is seen from the path coefficient table. It can be seen in table 4.7 that the exogenous Green Marketing construct has a significant effect value ($O = 0.876$) with the Brand Image construct. The t-statistic value is $51.203 > 1.96$ and the p-value is $0.000 < 0.5$. It can be concluded that hypothesis testing shows a significant influence between Green Marketing on Brand Image. This finding shows that the better the implementation of Green Marketing in a company can improve Brand Image by consumers.

This study produces a value that has a significant effect in line with research (Aprianto, et al, 2022) which states that Green Marketing has a positive and significant effect on Brand Image. However, this is not in line with research from (Yusuf Romadon, et al, 2014) which states that Green Marketing has an effect but is not significant to Brand Image and Purchasing Decisions.

3. Effect Brand Image (M) to Purchase decisions (Y)

In SmartPLS 3 software, this test is seen from the path coefficient table. It can be seen in table 4.7 that the Brand Image construct has a significant effect value ($O = 0.571$) with the Purchase Decision construct. The t-statistic value is $7.153 > 1.96$ and the p-value is $0.000 < 0.5$. It can be concluded that hypothesis testing shows a significant influence between Brand Image on Purchasing Decisions, indicating that the better the Brand Image

embedded in Ades mineral water products, the more consumer purchasing decisions will increase for Ades mineral water products. Vice versa, the lower the Brand Image embedded in Ades mineral water products, the lower the level of consumer purchasing decisions for Ades mineral water products. This study also shows that Brand Image is the factor that has the greatest influence on Purchasing Decisions for Ades mineral water products. Therefore, when consumers decide to buy Ade mineral water products, they will consider the Brand Image that exists on the product and the company must pay attention to activities and other aspects of the product and company that can affect the Brand Image.

This research yields significant values aligned with the research of (Devi Indrawati, 2015) where the results show that Brand Image and a hedonistic lifestyle influence Purchase Decisions. However, this is not consistent with the research of (Livia Filia Maindoka et al., 2018) which states that Brand Image does not influence Purchase Decisions.

4. The Influence of Brand Image Mediation (M) in the relationship between Green Marketing (X) and Purchase Decisions (Y)

In SmartPLS 3 software, hypothesis testing is seen from the specific indirect effect table. However, it is necessary to first see the direct effect between latent variables, it can be seen in Table 4.7 which states that there is a value ($O = 0.270$) between the Green Marketing construct on Purchasing decisions with a t-statistic value of $2.998 > 1.96$ and a p-value of $0.003 < 0.5$. Furthermore, it can be seen again the mediating effect in the Brand Image construct table with a significant ($O=0.500$) with a t-statistic value of 7.346 and a p-value of 0.000 which shows a significant and positive effect.

Comparison between the direct effect and indirect effect of this information can be seen that the mediating effect of Brand Image in the Green Marketing relationship on Purchasing Decisions is greater in value 0.500 than the effect of the Green Marketing construct on Purchasing Decisions, namely 0.270 so it can be concluded that the mediating effect of Brand Image mediates very effectively, this is in line with research from (Devi Indrawati, 2015) which shows that Brand Image and Lifestyle have a significant effect on Purchasing Decisions.

Based on this, it can be interpreted that the influence is not only direct, but also occurs through a mediation mechanism involving Brand Image. This means that a good Brand Image will increase Purchasing Decisions both directly and indirectly. Brand Image as a mediating variable means that changes or improvements, Brand Image can increase or mediate a positive influence on Purchasing Decisions.

CONCLUSION

This study shows that Green Marketing has a significant influence on Purchasing Decisions, which is mediated by Brand Image. This shows that a positive Brand Image can increase the effectiveness of Green Marketing strategies in influencing consumer behavior. Most respondents have a Bachelor's degree and university students, this group tends to have a better level of concern for the environment, compared to those who only have a high school educational background. In addition, the majority of respondents come from the productive age group with middle income, which makes them the main segment in consuming Ades mineral water products. However, there are still challenges in raising environmental awareness, especially for younger age groups and those with lower education levels. Education about green products is important to

increase consumer awareness of their benefits. Green Marketing plays a role in influencing Purchasing Decisions by emphasizing sustainability values and a positive Brand Image, thus encouraging consumers to choose more environmentally friendly products.

In terms of analytical models, this study shows good validity and reliability. However, there are still other factors that influence Purchasing Decisions, such as personal, psychological, social, economic, environmental, and marketing factors, which require further research.

The results of this study emphasize the importance of Green Marketing in supporting environmentally friendly marketing in Indonesia, especially Ades mineral water products. Emphasizing green marketing in a product is very important, both for companies and consumers. Because with Green Marketing we can increase environmental awareness, improve brand image, attract new market segments, encourage innovation, support a sustainable economy, and increase consumer engagement.

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