THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

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Abstract

The purpose of this study is to to test the direct impact of Green marketing Mix on Brand Image of Mount Aqua Users by Lhokseumawe City Community, to test the direct influence of Green Marketing Mix on Purchasing Decisions on Mount Aqua Users by Lhokseumawe City Community, to test the direct influence of Brand image on Purchasing Decisions on Mount Aqua Users by Lhokseumawe City Community, and to test the indirect influence of Marketing Mix on Purchasing Decisions on Mount Aqua Users by Lhokseumawe City Community. The study used a quantitative method with a sample size of 96 respondents. The results showed that green products, green places , brand image influenced purchasing decisions on young consumers who use Mount Aqua products in Lhokseumawe City. while green price, and green promotion do not affect purchasing decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Green marketing Mix has a significant influence on Brand image among young consumers who use Mount Aqua products in Lhokseumawe City. Purchasing Decisions have a significant influence on Brand image among young consumers who use Mount Aqua products in Lhokseumawe City.

*Keywords: **Green marketing mix , purchasing decisions, brand image.***

1. INTRODUCTION

Bottled drinking water (AMDK) with water as the main raw material is very aware that the environment starting from water sources to community empowerment is very important for this company, can balance the ecosystem the company also contributes to protecting the environment. Green marketing strategies are currently widely used by various businesses and companies in Indonesia. This is driven by the increasing level of consumers about environmental issues, especially plastic waste. The large amount of plastic waste that is carelessly dumped in the oceans in Indonesia makes the sea polluted with plastic waste and causes global warming (Ginantra et al., 2017).

The increasing customer demand for environmentally friendly goods forces businesses to compete by utilizing environmentally friendly materials to meet these demands. In addition to raw materials, other materials such as packaging, products, labels, and so on have also used environmentally friendly materials. Companies produce environmentally friendly products as an effort to meet customer needs and as a form of concern for environmental sustainability. This also provides added value for the company in increasing the company's competitiveness and brand image so that it can increase consumer decisions to purchase environmentally friendly products (Yahya, 2022). The following is data on AMDK sales volume in 2010-2019 which can be seen in the image below:

THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

Nur Adinda[1], Ikramuddin[2], Teuku Zulkarnaen[3], Mohd.Heikal[4]
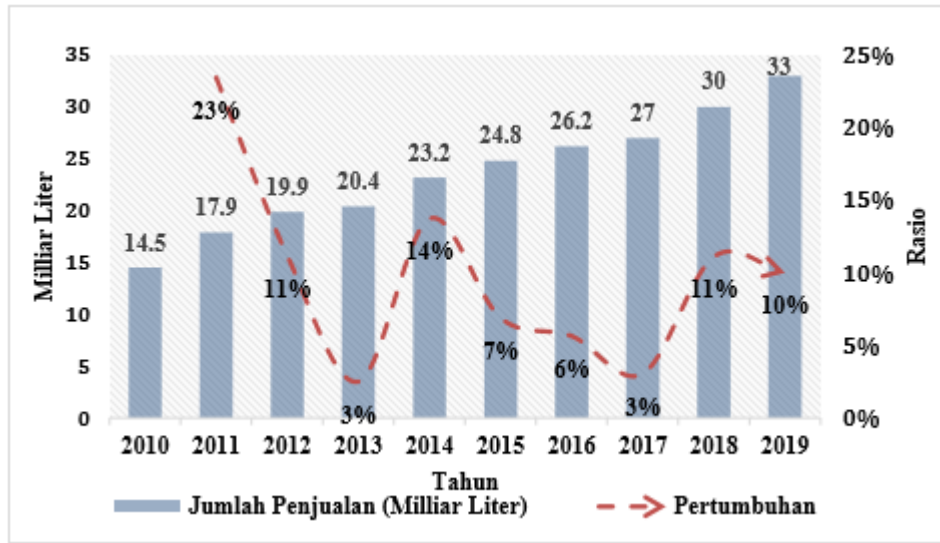
Source: Annual Sales of AMDK ASPADIN
Figure 1. AMDK Sales Volume 2010-2019

Based on the image above, it shows that above the growth in sales volume from 2010 to 2019 in the last ten-year interval, the average increase in sales was 9.7%. Data from (BPS, 2018) on household consumer actions towards the waste produced, namely 66.8 % of waste was burned and only 1.2% of waste was recycled. According to a survey (World Wide Fund For Nature (WWF) Indonesia and Nielsen, 2018) showed that 63% of Indonesian consumers are willing to spend more money to be able to consume environmentally safe products. This shows that most Indonesian people have a high level of awareness to consume environmentally friendly products (Firmasyah , 2018).

PT. Ima Montaz Sejahtera in 1887, presented a product of Bottled Drinking Water (AMDK) with the brand Mount Aqua which utilizes 100% recycled materials. Mount Aqua is one of the local products that is environmentally friendly. This product is a step in environmental preservation with the aim of minimizing plastic waste pollution that occurs in Indonesia. Which is located at the entrance to the Krueng Geukueh Public Port, Blang Naleung Mameh Village, Muara Satu District, Lhokseumawe City. The products produced consist of 4 (four) categories, namely aqua cup 220 ml, aqua medium 550 ml, aqua large 1,500 ml and aqua gallon 5 liters. The company's marketing area includes Lhokseumawe City and North Aceh Regency in particular and the entire Aceh region in general.

Green marketing can realize environmentally friendly products and more benefits, starting with meeting consumer needs for environmentally friendly products that influence purchasing decisions (Widodo, 2020). Previous research by (Priyono, 2017) showed that Green marketing can influence Purchasing Decisions and is in accordance with Widodo's research (2020) which shows that Green marketing has a significant impact on purchasing decisions. Purchasing decisions are an effort, where a consumer determines the product to be purchased, which ends with the purchase of the product (Hidayat, 2020). Brand image has the same influence on Purchasing Decisions. Brand image can be improved through the implementation of Green marketing in the company's marketing strategy (Iskandar, 2018).

Green product is a product that does not cause damage to the environment and natural resources, and does not create a solution (Firmansyah, 2019). Green price is a price determined by the company with environmental considerations, usually "Green" products are more expensive (Hossain et al., 2018). Green place is the distribution of products that do not damage the environment. Place is a way for companies to make their products/services available in the right quantities and locations when

consumers need the product (Khan et al., 2018). Green promotion is a promotional method related to how companies change public perceptions about environmentally friendly products (Priansa, 2017). The purpose of this study is 1) to test the direct influence of Green marketing Mix on Brand Image of Mount Aqua Users by Lhokseumawe City Community, 2) to test the direct influence of Green Marketing Mix on Purchasing Decisions of Mount Aqua Users by the Lhokseumawe City Community, 3) to test the direct influence of Brand Image on Purchasing Decisions of Mount Aqua Users by the Lhokseumawe City Community, and 4) to test the indirect influence of Marketing Mix on Purchasing Decisions of Mount Aqua Users by the Lhokseumawe City Community

2. LITERATURE REVIEW
Green Marketing
Green marketing is a marketing approach that aims to support the environment by creating positive benefits for the environment. This strategy involves developing services and facilities designed to meet consumer needs while minimizing negative impacts on the environment. Green marketing is a learning process from all activities in using, making, distributing, promoting, preparing and retrieving products in an environmentally friendly manner (Ponglantre, 2022).

Green Products
Green product is a product that does not cause damage to the environment and natural resources, and does not create a solution (Firmansyah, 2019). Green product is a production result that can reduce environmental impact by making efficiency of resources, can be recycled and is natural (Mahmoud, 2018). Indicators of green products are products that are not polluted in the environment, environmentally friendly product quality, products that are beneficial for health, products that are free from toxic materials, and environmentally friendly products that can be trusted (Hossain et al., 2018).

Green Price
Green place is an environmentally friendly distribution channel, in this case by choosing the right transportation system so that environmental pollution is low (FuiYeng et al., 2017). Green place is a physical product that has a direct impact on the environment. In this case, the green place that is of concern is not only the place but also starts from the place of production process, production tools, and product distribution carried out. Indicators of green price are the problems in the greening company are clear, more choices of environmentally friendly products, environmentally friendly products are available in stores, environmentally friendly products are easy to find in the area, and companies are interested in working with environmentally friendly agents (Hossain et al., 2018).

Green promotion
Green promotion is a promotional method related to how companies change public perceptions about environmentally friendly products. A smart Green marketer will be able to strengthen environmental credibility by using sustainable marketing with the right communication media (Guspul, 2018). Green promotion indicators are promotional media, promotional creativity, promotional differentiation, and the quality of marketing staff (Wijaya, 2018).

Buying decision
will actually buy or not (Kotler et al., 2018). Purchase decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and wants (Lubis, 2018). Purchasing decision indicators are product selection, brand selection, purchase channel selection, purchase timing, and payment method (Kotler et al., 2018)
Brand image
Brand image is the perception of a brand in people's minds. Brand image is a reflection

THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

Nur Adinda[1], Ikramuddin[2], Teuku Zulkarnaen[3], Mohd.Heikal[4]

(although perhaps not accurate) of the personality of a brand or product. It is what people believe about a brand, their thoughts, feelings, expectations (Kotler et al., 2018). Indicators of brand image are brand identity, brand personality, brand associations, brand attitudes and behaviors, and brand benefits and advantages (Kotler et al., 2015).

The Influence of Green Products on Brand Image

Green product is a production result that can reduce environmental impact by making efficiency of resources, can be recycled and is natural (Mahmoud, 2018). In developing a product that uses the Green concept will increase the Grand Image of the product (Nguyen, 2018). (Simão et al., 2017) in the context of Mount Aqua products concluded that environmentally friendly products can affect the Brand image of the product so as to increase consumer purchasing interest.

The Influence of Green Price on Brand Image

In general, consumers will be ready to pay more if the product purchased has added value as a quality and environmentally friendly product (Genoveva et al., 2019). (Dwipamurti, et al., 2018) in the context of Mount Aqua as a research object concluded that Green marketing affects Brand image , where one of the indicators used is Green price . Likewise, (Ayu, et al 2016) concluded that Green price affects Brand image on Mount Aqua products .

The Influence of Green Place on Brand Image

Green place is a strategy to distribute products by reducing the impact of transportation and distribution (Mahmoud et al., 2017). This definition shows that green place is an environmentally friendly distribution channel, in this case by choosing the right transportation system (Ayu et al., 2016), so that environmental pollution is low (FuiYen et al., 2015). Meanwhile (Solaiman et al., 2015) provides an example that choosing local products has a lower impact on the environment than imported products. Likewise with (Genoveva, et al 2020) in a study on Mount Aqua with environmentally friendly bottles.

The Influence of Green Promotion on Brand Image

Green promotion is known as an advertising activity that encourages consumers to buy and use environmentally friendly products (Mahmoud et al., 2017). Green promotion also provides information, evidence and reasons related to Green products , thus making consumers interested in the product (FuiYeng et al., 2015). Methods like this are efforts to increase consumer attention to the environment, ecology and health (Kalsi et al., 2015). Green promotion has a positive and significant influence on the Brand image of a product / company, the results of this study were presented by (Sar et al., 2017), and (Dwipamurti et al., 2018) in different locations and years, but showed the same conclusion.

The Influence of Green Products on Purchasing Decisions

Green products are products produced by manufacturers that do not impact human health and do not have the potential to damage the environment (Mauliza, 2020). Green products are a solution to meet the needs and desires of consumers who are aware and care about the environment, so that consumers will decide to buy Green Product. This has been proven by research conducted by (Widodo, 2020), the results of the study showed that Green products have a positive and significant effect on Purchasing Decisions. In addition, the results of the study (Hanifah et al., 2019) also showed that Green products has a positive and significant influence on purchasing decisions.

The Influence of Green Prices on Purchasing Decisions

Green price is one of the important parts of the marketing mix. Most customers are ready to pay more if there is a perception of added value in the product. In environmentally friendly products, consumers assume that Green products have good value and benefits for consumers and their environment. For that, Consumers assume that the money they spend is commensurate with the benefits they receive (Pradnyani et al., 2017). Research conducted by (Risyamuka et al., 2016) shows that price has a simultaneous influence on the decision to purchase Mount Aqua products and price has positive and significant partial influence on the Purchase Decision of Mount Aqua products .

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The Influence of Green Places on Purchasing Decisions

Research conducted by (Hanifah et al., 2016) shows that the place has a significant influence on Purchasing Decisions. Based on the results of this study, it means that the Green place that has been carried out can directly influence the creation of Purchasing Decisions. The results of this study are in line with the statement of the Queensland Government (2002), sellers who want to achieve success in selling environmentally friendly products should position their products widely in the market so that they can be better recognized and can encourage Purchasing Decisions.

The Influence of Green Promotion on Purchasing Decisions

Green promotion is a process of introducing environmentally friendly products and changing consumer perceptions of environmentally friendly products using electronic media such as television and the internet. Companies that use green promotion strategies to consumers and their environment will implement intensive ongoing communication in increasing public knowledge of the environmentally friendly products they sell (Yulianto et al., 2015). Thus, it will create value in the minds of consumers, thus impacting purchasing decisions. Research conducted by (Mawardi et al., 2017) shows that there is a significant influence between Green product Promotion and Purchasing Decisions. Likewise, research conducted by (Mamahit L, 2015) shows that green promotion has a positive effect on Purchasing Decisions.

The Influence of Brand Image on Purchasing Decisions

Macdonald and Sharp (2000), familiarity and willingness to purchase a product highlight the fact that brand awareness is still an important factor in influencing purchasing decisions. Based on the test results, it shows that brand image has a positive and significant direct effect on the purchasing decision of AQUA bottled drinking water products. This is because the sig. value is smaller than the specified significance level, so H5 is accepted. The results of this study are in line with the research of Rambing, Tumbel, and Tawas (2015) who concluded that brand image has a positive and significant influence on purchasing decisions. Furthermore, according to (Parengkuan et al 2012), brand image does not have a significant influence on purchasing decisions.

Research Hypothesis

The hypothesis of this study is as follows:

H1: It is suspected that there is a direct influence of Green products on Purchasing Decisions of Mount Aqua product users in Lhokseumawe City.

H2: It is suspected that there is a direct influence of Green Price on Consumer Purchasing Decisions of Mount Aqua product users in Lhokseumawe City.

H3: It is suspected that there is a direct influence of Green Place on Consumer Purchasing Decisions of Mount Aqua users in Lhokseumawe City.

H4: It is suspected that there is a direct influence of Green promotion on Consumer Purchasing Decisions through Brand image on Mount Aqua users in Lhokeumawe City.

H5: It is suspected that there is a direct influence of Green marketing Mix on Brand image of Mount Aqua product users in Lhokseumawe City.

THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

Nur Adinda[1], Ikramuddin[2], Teuku Zulkarnaen[3], Mohd.Heikal[4]

H6: It is suspected that there is an indirect influence of brand image on purchasing decisions of Mount Aqua product users in Lhokseumawe City.

H7: It is suspected that there is a direct influence of brand image mediating green marketing. Mix with Purchasing Decisions of Mount Aqua product users in Lhokseumawe City

3.   IMPLEMENTATION METHOD

This study uses a quantitative method, with the location of the study at the company PT. Ima Montaz Sejahtera Lhokseumawe City. The population of this study are consumers who buy Mount Aqua drinking water products located in Lhokseumawe City, the population of this study is not known for sure. The sample in this study was 96 respondents. This study uses several variables, namely the following independent variables: green product (X1), green price (X2), green price (X3), green place (X4), and green promotion (X5). Furthermore, the dependent variable is the purchasing decision (Y), and also uses a mediating variable, namely brand image (Z).

Data collection using questionnaires that are given or distributed directly to respondents as determined, the questionnaire uses a Likert point scale (1-5). Data testing uses validity tests and reliability tests, then carries out classical assumption tests consisting of normality tests, heteroscedasticity tests, and multicollinearity tests. Data analysis used multiple linear regression, then hypothesis testing used t-test, f-test, and sobel test on the far right, namely (1), (2), and so on. Use signs to make writing equations more concise. Use italic font for variable [3].

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4.   RESULTS AND DISCUSSION
Research result
Respondent Characteristics

The characteristics of respondents from this study are divided into several categories, namely gender, age , education level, domicile district, and how many times they bought Mount Aqua . The respondents from this study were 96 respondents. The following is the respondent characteristics data that can be seen in the table below:

Table 1. Respondent Characteristics

Information		Amount	Percentage (%)
Gender	Man	31	32.3
	Woman	65	67.7
Age	< 20 Years	12	12.5
	20-30 Years	55	57.3
	30-40 Years	29	30.2
Level of education	High School/Equivalent	30	31.3
	Diploma (III)	44	45.9
	Bachelor degree)	22	22.9
Domicile District	The Sacred Band	24	25
	Estuary One	18	18.8
	Two Rivers	33	34.4
	The Blang Naleung Mameh	21	21.9

Buy *Mount Aqua Products*	< 5 Times	20	20.8
	6-10 Times	33	34.4
	> 10 Times	43	44.8

Source: Processed primary data (2024)

Based on the table above, it shows that the most dominant respondents are female respondents, namely 65 (32.3%), then the most dominant age is between 20-30 years old, namely 55 (57.3%), then the most dominant level of education of respondents is with a Diploma (III) education level, namely 44 (45.9%), in the category of domicile sub-district, the most dominant respondents are respondents in Muara Dua, namely 33 (34.4%), and the most dominant respondents who buy Mount Aqua products are those who make purchases > 10 times, namely 43 (44.8%).

Validity and Reliability Test

The results of the validity test of each variable can be seen in the table below:

Table 2. Validity Test

Variables	Statement Items	r-count	r-table	Results
Green product (X1)	1	0.511	0.2006	Valid
	2	0.336	0.2006	Valid
	3	0.453	0.2006	Valid
	4	0.537	0.2006	Valid
	5	0.343	0.2006	Valid
Green price (X2)	1	0.799	0.2006	Valid
	2	0.538	0.2006	Valid
	3	0.402	0.2006	Valid
	4	0.768	0.2006	Valid
	5	0.652	0.2006	Valid
Green place (X3)	1	0.758	0.2006	Valid
	2	0.528	0.2006	Valid
	3	0.613	0.2006	Valid
	4	0.620	0.2006	Valid
	5	0.523	0.2006	Valid
Green promotion (X4)	1	0.758	0.2006	Valid
	2	0.528	0.2006	Valid
	3	0.613	0.2006	Valid
	4	0.620	0.2006	Valid
	5	0.523	0.2006	Valid
Purchase Decision (Y)	1	0.524	0.2006	Valid
	2	0.435	0.2006	Valid
	3	0.685	0.2006	Valid
	4	0.706	0.2006	Valid
	5	0.536	0.2006	Valid
Brand image (Z)	1	0.758	0.2006	Valid
	2	0.528	0.2006	Valid
	3	0.613	0.2006	Valid
	4	0.620	0.2006	Valid
	5	0.523	0.2006	Valid

Source: Processed primary data (2024)

Based on the results of the validity test, it shows that all question items for each variable, namely green product (X1), green price (X2), green place (X3), green promotion (X4), purchasing decision

Nur Adinda[1], Ikramuddin[2], Teuku Zulkarnaen[3], Mohd.Heikal[4]

(Y), and brand image (Z) have an r-count value > 0.2006 so it can be concluded that all variables can be said to be valid.

The results of the reliability test of this study are as follows:

Table 3. Reliability Test

Variables	*Cronbach Alpha*	Constant	Results
Green product (X1)	0.794	0.50	Reliable
Green price (X2)	0.648	0.50	Reliable
Green place (X3)	0.634	0.50	Reliable
Green promotion (X4)	0.753	0.50	Reliable
Brand image (Z)	0.634	0.50	Reliable
Purchase Decision (Y)	0.803	0.50	Reliable

Source: Processed primary data (2024)

Based on the results of the reliability test, it shows that each variable, namely green product (X1), green price (X2), green place (X3), green promotion (X4), purchasing decision (Y), and brand image (Z) has a Cronbach alpha value > 0.50 so it can be concluded that all variables can be said to be reliable.

Multiple Linear Regression

The results of the multiple linear regression test can be seen in the table below:

Table 4. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	*Std. Error*	*Beta*		
1	(Constant)	10,463	1,744		5,999	.000
	green product	.398	.135	.334	2,946	.005
	green price	.057	.157	.066	.365	.716
	green place	.598	.250	.652	2,389	.019
	green promotion	-.258	.197	-.277	-1.308	.194
	brand image	.124	.117	.142	1,060	.292

Source: Processed primary data (2024)

Based on the results of the multiple linear regression test, the following equations were found in this study:

$$Y = 10{,}463 + 0{,}398X_1 + 0{,}057X_2 + 0{,}598X_3 - 0{,}258X_4 + 0{,}124Z + e$$

From the multiple linear regression equation above, it can be explained as follows:

1. The regression coefficient value of the *Green Product variable* (X1) is 0.398 shows a positive (unidirectional) relationship, meaning that for every *product* with good packaging, an increase in Green *products* is predicted to increase purchasing decisions for consumers who want to buy *Mount Aqua products* .

2. The regression coefficient value of the *Green Price variable* (X2) is 0.057 shows a negative relationship (not unidirectional) , meaning that for every product price with good packaging and quality, the price also increases, with this, the increase in *Green price* is predicted to reduce purchasing decisions for consumers who want to buy *Mount Aqua products* .

3. The regression coefficient value of the *Green Place variable* (X3) is 0.598 shows a positive (unidirectional) relationship , meaning that every product that has a positive impact on health and the *green place environment* is predicted to increase purchasing

decisions for consumers who want to buy *Mount Aqua products.*

4. The regression coefficient value of the *Green Promotion variable* (X4) is -0.258 shows a negative relationship (not in the same direction), meaning that if every promotion carried out is lacking or unstable, then *the Green promotion* towards consumer purchasing decisions for *Mount Aqua products* will decrease .

5. The regression coefficient value of *the Brand Image variable* (Z) is 0.124 shows a positive (unidirectional) relationship, meaning that every increase *in brand image* is predicted to increase purchasing decisions for consumers who want to buy *Mount Aqua products* .

Hypothesis Testing

The research hypothesis test uses the t-test and the Sobel test. Based on table 4, it is found that the results of the t-test are as follows:

1. The significant value of *Green product* (X1) on *Brand image* (Z) is 0.005 < 0.05 and the value is t_{hitung}2.946 > t_{tabel}1.986 so it can be concluded that H $_1$ is accepted which means that there is an influence between *Green product* (X1) and *Brand image.* (Z).

2. The significant value of *Green price* (X2) on *Brand image* (Z) is 0.057 > 0.05 and the value of t_{hitung}0.365 < t_{tabel}1.986 so it can be concluded that H $_2$ is rejected which means there is no influence between *Green price* (X2) and *Brand image.* (Z).

3. The significant value of *Green place* (X3) on *Brand image* (Z) is 0.589 > 0.05 and the value is t_{hitung}2.389 > t_{tabel}1.986 so it can be concluded that H $_3$ is accepted which means there is an influence between *Green place* (X3) and *Brand image.* (Z).

4. The significant value of *Green promotion* (X4) on *Brand image* (Z) is -0.258 < 0.05 and the value is t_{hitung}-1.308 < t_{tabel}1.986 so it can be concluded that H $_4$ is rejected which means there is no influence between *Green promotion* (X3) and *Brand image.* (Z).

5. The significant value of Purchase Decision (Y) on *Brand image* (Z) is 0.124 > 0.05 and the value of t_{hitung}1.060 < t_{tabel}1.986 so it can be concluded that H $_5$ is rejected which means there is no influence between the Purchasing Decision (Y) and *Brand Image.* (Z).

Furthermore, the results of the Sobel test using the z test are as follows:

$$Z = \frac{0,124 x 0,124}{\sqrt{(0,124^2 0,117^2)} + \sqrt{(0,124^2 0,117^2}}$$

$$Z = \frac{0,015376}{\sqrt{0,015376 x 0,013689} + \sqrt{0,015376 x 0,013689}}$$

$$Z = \frac{0,015376}{\sqrt{0,0002104821} + \sqrt{0,0002104821}}$$

$$Z = \frac{0,015376}{\sqrt{0,0004209642}}$$

$$Z = \frac{0,015376}{0,0205174121}$$

Z = 0.7494 (able to mediate with 5% significance)

Discussion

The results of this study indicate that Green products (X1) have a positive and significant influence on purchasing decisions (Y). This is because consumers are more interested in the products offered and what impacts the product will have, this can be seen from the average users of this product are consumers who have higher knowledge or education and already have their own income. The results of this study are similar to the studies of Yadav & Pathak (2016) and Tanet al. (2019) where there were positive results on the purchase of Green products among young consumers. Green price does not affect the Purchase Decision because consumers with financial constraints, price remains the main factor in purchasing decisions. The price is set too cheap or Brand Image and Quality are able to cover this Price. The results of this study support previous research from

THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

Nur Adinda[1], Ikramuddin[2], Teuku Zulkarnaen[3], Mohd.Heikal[4]

Anggraeni (2013) in her study Analysis of the Influence of Price, Product Quality, and Promotion on Purchase Decisions which proves that price does not affect purchasing decisions. Green places influence purchasing decisions because consumers who care about the environment tend to prefer shopping or visiting places that show a commitment to environmentally friendly practices. Green promotion does not affect Purchase Decision because green products are marketed can also affect consumer price perception. If companies are able to explain the added value and environmental benefits of their products well, consumers may be more accepting of higher prices. The research results are supported by Kusumati (2018) and Keunyong Lee et al (2018).

5. CONCLUSION

Based on the results and discussion, the conclusion of this study is that green products influence purchasing decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Green price does not affect purchasing decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Green place influence on Purchasing Decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Green promotion does not influence Purchasing Decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Brand image influences purchasing decisions of young consumers who use Mount Aqua products in Lhokseumawe City. Green marketing Mix has a significant influence on brand image among young consumers who use Mount Aqua products in Lhokseumawe City. Purchasing decisions have a significant influence on brand image among young consumers who use Mount Aqua products in Lhokseumawe City.

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THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER PURCHASING DECISIONS ON MOUNT AQUA PRODUCTS BY THE LHOKSEUMAWE CITY COMMUNITY WITH BRAND IMAGE AS A MEDIATING VARIABLE

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