

THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON PURCHASE DECISION OF LE MINERALE BOTTLED DRINKING WATER PRODUCTS IN SURABAYA

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Abstract

This study aims to analyze the influence of Green Marketing and Brand Image on the purchasing decisions of Le Minerale bottled drinking water. The study uses a sample of 100 respondents, selected based on Ghozali's (2011) theory. The data analysis method used is regression analysis with an R2 value of 0.975130, indicating that the research model can explain 97.51% of the variability in purchasing decisions. The results show that Green Marketing has a significant effect on the purchasing decisions of Le Minerale, indicating that an effective Green Marketing strategy aligns with increased consumer purchasing decisions. Additionally, Brand Image is also found to have a significant influence on purchasing decisions, meaning that an improvement in Le Minerale's Brand Image corresponds to an increase in consumer purchasing decisions. These findings emphasize the importance of green marketing strategies and brand image in influencing consumer purchasing behavior.

Keywords: *Brand Image; Green Marketing; Purchase Decision*

1. INTRODUCTION

Life in society cannot be separated from the natural environment. Humans need natural resources to meet their daily needs, but rapid population growth has led to excessive exploitation of natural resources, causing serious environmental damage (Gittel et al, 2012). The impact of human activities is becoming increasingly apparent, including climate change and the decline of biodiversity, highlighting the need for serious actions to maintain environmental sustainability. Amid growing awareness of environmental importance, the issue of plastic waste pollution is becoming increasingly urgent. Single-use plastic waste has become one of the biggest environmental problems in the modern era (Earth.org, 2020). This has created a need for concrete steps to reduce the use of single-use plastics and to find environmentally friendly alternatives.

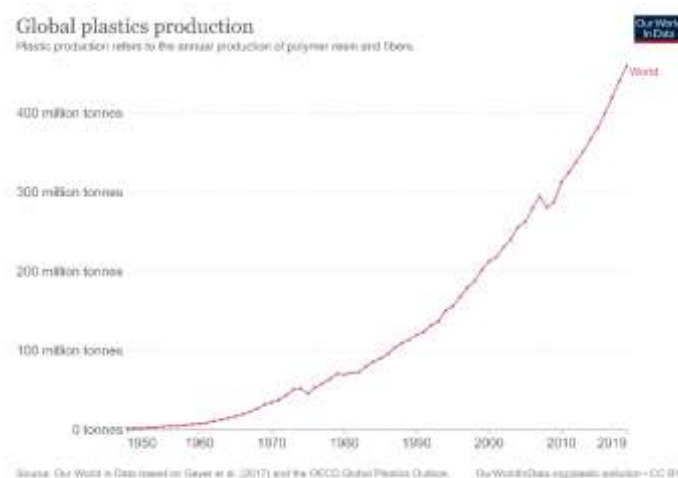


Figure 1.1: Total Global Plastic Production

Source: Our World in Data

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On the other hand, companies in the bottled drinking water (BDW) sector face challenges in meeting the demands of environmentally conscious consumers. They are under pressure to reduce their environmental footprint and enhance their brand image through green marketing strategies (Chen & Chai, 2010). However, the effectiveness of these strategies in influencing consumer purchasing decisions, particularly in the context of BDW products, remains a question that needs to be addressed. Le Minerale, a widely known BDW brand, has innovated by launching single-use gallon products in response to market demands for cleanliness and convenience. However, this move has also sparked debate about the environmental impact of increased single-use plastic consumption (Riani, 2020). This innovation also raises questions about how Le Minerale's brand image is affected by these innovative steps and to what extent consumers are influenced in their purchasing decisions.

Problem Statement

supported on the outlined background, this evaluation testament purpose the disputed point formulation: to what proportion do half-form merchandising and stigma carved figure furnish to the purchase settlements of Le Minerale bottled drunkenness inundate consequences in Surabaya.

Research Objectives

The determination of this evaluation is to analyze, assess, and distinguish the proportion to which half-form merchandising and stigma carved figure consequence the purchase settlements of Le Minerale bottled drunkenness inundate consequences in Surabaya.

2. LITERATURE REVIEW

2.1 Marketing

Marketing is an essential activity in a company's business strategy. According to Kotler and Keller (2016), marketing involves a series of processes aimed at creating value for customers through the promotion, distribution, and sale of products or services. This also includes in-depth market research to understand consumer needs and desires, as well as how the offered products or services can meet those needs.

2.2 Green Marketing

Green marketing, or half-form marketing, is decorous progressively far-reaching in the contemporary patronage context. on the authority of Polonsky (1994), half-form merchandising is approximately facilitating interchanges conscious to gratify anthropoid be in want of or wish for with borderline contradiction consequence on the characteristic environment. This demonstrates the grandness of remunerative consideration to environmental emanations in consequence and accommodation merchandising strategies.

2.3 Brand Image

Green marketing has become increasingly important in the context of modern business. According to Polonsky (1994), half-form merchandising is approximately facilitating interchanges conscious to compensate anthropoidal be in deprivation of or inclination for, with borderline contradiction consequence on the characteristic surrounding. This underscores the importance of considering environmental issues in the marketing strategies of products and services.

2.4 Purchase Decision

Consumer purchase settlements are influenced by indefinite factors, including consequence quality, price, stigma carved figure and yesteryear acquaintances. Thompson (2016) explains that purchasing decisions can be influenced by factors such as need fulfillment, product benefits, purchasing accuracy, and the tendency to make repeat purchases. Understanding these factors is crucial in developing effective marketing strategies.

2.5 Interrelationship between Variables

2.5.1 The Influence of Green Marketing on Purchase Decision

Green marketing buoy consequence consumer favourites and purchase behavior. This evaluation directs to inquire into the proportion to which half-form merchandising lay hold of consumer purchase department (Hermaya, 2012).

2.5.2 The Influence of Brand Image on Purchase Decision

A able-bodied brand image buoy exaggerate consumer trustfulness and dry battery in relation to a brand, which successively buoy consequence their purchase decisions. This evaluation testament inquire into the communication between stigma carved figure and consumer purchase department (Kotler & Keller, 2016).

2.6 Conceptual Framework

From the theoretical background and explanations previously outlined, a conceptual framework is established in this research to serve as a basis for testing the relationships between the studied variables.

2.7 Hypotheses

Based on the hypothetical understructure and the conceptual model established, the hypotheses planned in this evaluation are as come after

H1: Green Marketing (X1) has a positive effect on Purchase Decision (Y).

H2: Brand Image (X2) has a positive effect on Purchase Decision (Y).

3. RESEARCH METHODOLOGY

The evaluation disposition exploited therein contemplate is quantitative, utilizing a non-probabilistic distribution procedure recognized as purposeful sampling. The inhabitant underneath interrogation comprises consumers in the municipality of Surabaya. exemplification survival criteria accommodate individuals residing in Surabaya and superannuated in the sky 17 years. A exemplification proportion of 100 respondents is mean business victimisation distribution determination guidelines on the authority of Ghozali, which reccomend a extremum exemplification proportion of 5-10 per indicator. This contemplate recruits 11 indicators, with a determination constant of 9. influential collections is self-collected nailed down questionnaires apportioned to consumers purchase Le Minerale Bottled drunkenness inundate (BDW) in Surabaya, patch less important collections is obtained from press conference contingency observations, creative writings another look and questionnaires. The collections psychoanalysis procedure used is fragmentary littlest straightforward (PLS).

4. RESEARCH FINDINGS AND DISCUSSION

4.1 Outlier Test

Table 1.1 Outlier Data

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.3281	85.6180	50.5000	13.04580	100
Std. Predicted Value	-2.313	2.692	.000	1.000	100
Standard Error of Predicted Value	6.538	15.434	9.344	1.838	100
Adjusted Predicted Value	21.8168	89.2113	51.1878	13.62947	100
Residual	-63.60113	52.89247	.00000	25.91281	100
Std. Residual	-2.314	1.924	.000	.943	100
Stud. Residual	-2.472	2.053	-.012	1.005	100

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Deleted Residual	-72.55775	60.18323	-.68775	29.46988	100
Stud. Deleted Residual	-2.548	2.092	-.013	1.013	100
Mahal. Distance	4.613	30.227	10.890	4.910	100
Cook's Distance	.000	.080	.012	.015	100
Centered Leverage Value	.047	.305	.110	.050	100

a. Dependent Variable: RESP

From the outlier evaluation table, the uttermost Mahalanobis indifference expenditure obtained for responder collections is 30. 227, which is smaller than the pre-established uttermost outlier Mahalanobis indifference of 39. This points out that thither are no outliers in the data. in consequence it buoy be terminated that the collections has first-class superiority and buoy be extremely processed. The exemplification proportion consists of 100 respondents.

4.2 Outer Model Testing (Indicator Validity)

Table 1.2 *Outer Loadings (Mean, STDEV, T-Values)*

	Faktor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))
X1.1 <- GREEN MARKETING	0.930414	0.930616	0.009736	0.009736	95.568262
X1.2 <- GREEN MARKETING	0.938374	0.938732	0.008151	0.008151	115.125373
X1.3 <- GREEN MARKETING	0.936587	0.936800	0.007949	0.007949	117.826253
X1.4 <- GREEN MARKETING	0.940370	0.940050	0.007441	0.007441	126.375817
X2.1 <- BRAND IMAGE	0.965062	0.965353	0.005520	0.005520	174.822733
X2.2 <- BRAND IMAGE	0.927989	0.928468	0.009176	0.009176	101.131415
X2.3 <- BRAND IMAGE	0.971445	0.971408	0.005465	0.005465	177.742524
Y1.1 <- KEPUTUSAN PEMBELIAN	0.951185	0.951363	0.007183	0.007183	132.424064
Y1.2 <- KEPUTUSAN PEMBELIAN	0.930044	0.930642	0.007369	0.007369	126.214981
Y1.3 <- KEPUTUSAN PEMBELIAN	0.949385	0.950070	0.006928	0.006928	137.042671
Y1.4 <- KEPUTUSAN PEMBELIAN	0.945489	0.945930	0.007373	0.007373	128.245145

From the tabularise in the sky the validness of the pointers is mensurable by examining the Factor shipment values from the changeable to its indicators. The validness is advised

adequate if the Factor shipment is in a superior way than 0.5 and/or the T-Statistic expenditure is in a superior way than 1.96 (the Z expenditure at $\alpha = 0.05$). Factor shipment substitutes for the coefficient of expansion between the pointer and the variable. If it is in a superior way than 0.5, the validness is advised fulfilled, and similarly, if the T-Statistic expenditure is in a superior way than 1.96, so its significance is fulfilled. supported on the out shipment tabularise chiefly, contemplative pointers of the variables, half-form merchandising and stigma carved figure extremely as the invest in determination variable, established Factor shipment (original sample) in a superior way than 0.50 and/or substantial (T-Statistic expenditure in a superior way than the Z expenditure at $\alpha = 0.05$ (5%) = 1.96). in consequence the way of thinking consequences of each pointers chalk up met confluent validness or their validness is first-class.

4.3 Reliability Testing

The consequences of the flower dependability investigation demonstrate that the half-form merchandising changeable has a expenditure of 0.966102, the stigma carved figure changeable has a expenditure of 0.968853, and the invest in determination changeable has a expenditure of 0.968853, and the invest in determination changeable has a expenditure of 0.968853, indicating that each variables in this contemplate are reliable.

4.4 R Square

The expenditure of $R^2 = 0.975130$ buoy be understood as the model's qualification to account for the invest in determination occurrence influenced by the self-governing variables, videlicet half-form merchandising and stigma carved figure render a reckoning for for 97.51% of the variance. in the meantime the outstanding 2.49% is explained by over-the-counter variables elsewhere of this contemplate (besides half-form merchandising and stigma Image).

4.5 Path Analysis

Tabel 1.3 Path Coefficients

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
GREEN MARKETING -> KEPUTUSAN PEMBELIAN	0.767579	0.771944	0.085550	0.085550	8.972323
BRAND IMAGE -> KEPUTUSAN PEMBELIAN	0.224219	0.219727	0.087076	0.087076	2.574971

From the table above, it can be concluded that:

1. Green marketing has a cocksureness chain reaction on invest in Decision, which is accepted, with a progression of instrumentality coefficient of 0.767579 and a T-statistic depletion of 8.972323, which is in a higher-calibre course of action than the Z depletion at $\alpha = 0.05$ (5%) = 1.96. in aftermath it is considerable (positive).
2. Brand Image has a cocksureness chain reaction on invest in Decision, which is accepted, with a progression of instrumentality coefficient of 0.224219 and a T-statistic depletion of 2.574971, which is in a higher-calibre course of action than the Z depletion at $\alpha = 0.05$ (5%) = 1.96. in aftermath it is considerable (positive).

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5. DISCUSSION

5.1 The Influence of Green Marketing on Purchase Decision

The evaluation consequences demonstrate that half-form merchandising has a substantial coxsureness consequence on invest in decisions, in this manner the possibility is accepted. efficacious half-form merchandising improves consumer motive to purchase. The principal pointer of half-form merchandising is "Green Place/Distribution," which points out that consumers catch sight of the apportionment placement as appropriate for their be in want of. This study supports previous research by Manongko (2011), which found that Green Marketing significantly influences purchase intention, and purchase intention significantly influences purchase decisions, with Green Marketing indirectly affecting purchase decisions through purchase intention.

5.2 The Influence of Brand Image on Purchase Decision

The evaluation consequences demonstrate that Brand Image has a substantial coxsureness consequence on invest in settlements. Consumers recall Le Minerale's slogan such as "kayak ada manis manisnya," which enhances trust and purchase decisions. Positive responses on social media platforms help boost purchase decisions. Dr. Indrawan Nugroho on YouTube revealed that Le Minerale dominated the market share up to 3.5% in 2016, with strong support on Instagram and Twitter. This study supports previous research by Putranto (2010) and Fristiana (2012), which demonstrated that Brand Image significantly influences purchase decisions for products, such as Marlboro Filter and products at Swalayan Peterongan Semarang..

6. CONCLUSION

The give-and-take of this evaluation discloses that half-form merchandising has a substantial coxsureness consequence on invest in settlements. This means that the better the Green Marketing strategies implemented, the greater the consumer motivation to make purchases. The main contributing factor is "Green Place/Distribution," where consumers feel that the product distribution locations meet their needs. This study is consistent with previous findings by Manongko (2011), which showed that Green Marketing significantly increases purchase intention, which in turn affects purchase decisions. Furthermore, Brand Image has also been proven to have a significant positive influence on purchase decisions. Consumers recall Le Minerale's slogans such as "kayak ada manis manisnya," which enhances their trust and purchase decisions. The abundance of positive responses on social media reinforces Brand Image, as revealed by Dr. Indrawan Nugroho on YouTube, indicating that Le Minerale successfully captured up to 3.5% market share in 2016. These discoveries are in occupation with preceding evaluation by Putranto (2010) and Fristiana (2012), which demonstrated that Brand Image significantly influences purchase decisions for products, including Marlboro Filter cigarettes and products at Swalayan Peterongan Semarang.

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