

THE EFFECT OF GREEN MARKETING, BRAND IMAGE, AND PRICE PERCEPTION ON PURCHASE DECISIONS FOR AQUA BRAND PACKAGING DRINKING WATER



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Abstract

This study aims to analyze the influence of green marketing, brand image, and price perception on purchasing decisions for AQUA brand bottled drinking water. Green marketing is an important factor in attracting consumers who are increasingly concerned about the environment, while brand image plays a role in forming positive perceptions of product quality. In addition, price perception also influences purchasing decisions, especially in a competitive market. The research method used is quantitative with a survey approach. Data were collected by distributing questionnaires to respondents who are AQUA consumers. The analysis was carried out using multiple linear regression to determine the simultaneous and partial effects of independent variables on purchasing decisions. The results showed that green marketing, brand image, and price perception simultaneously had a significant effect on purchasing decisions. Partially, green marketing did not have a significant effect on purchasing decisions. Brand image had a significant effect on purchasing decisions, where consumers were more likely to buy products with a strong and trusted brand image. Meanwhile, price perception influenced purchasing decisions with consumers tending to choose products with prices that were considered comparable to the benefits obtained.

Keywords: Green Marketing, Brand Image, Price Perception, Purchasing Decision, Bottled Drinking Water

INTRODUCTION

Changes in modern society's lifestyle have led to an increase in the consumption of plastic-based products, including bottled drinking water (AMDK). In Indonesia, the AMDK industry has experienced rapid growth along with increasing awareness of the importance of hygienic and practical drinking water. Based on a report by the Indonesian Bottled Drinking Water Association (Aspadin), AMDK consumption in Indonesia reached 29.2 billion liters in 2021 and continues to increase every year. However, behind this growth, there is a significant negative impact on the environment, especially from the accumulation of plastic waste that is difficult to decompose.

According to Sustainable Waste Indonesia (SWI), the total plastic waste generated from AMDK in Indonesia reaches 226 thousand tons per year, with 20.3% coming from plastic cup packaging. Meanwhile, data from the Ministry of Environment and Forestry (KLHK) noted that around 65% of plastic waste in Indonesia has not been managed properly and ends up polluting the environment or oceans. This condition has triggered public awareness of the importance of more environmentally friendly business practices, including from AMDK producer companies.

As environmental concerns increase, consumers are now more selective in choosing products, especially those related to sustainability. This encourages companies to implement green marketing strategies to attract more environmentally conscious consumers. Green marketing involves various efforts, such as the use of recyclable packaging materials, energy efficiency in production, and sustainability campaigns that demonstrate the company's commitment to environmental preservation. According to a Nielsen Global survey (2021), 73% of consumers are willing to pay more for environmentally friendly products, and 81% of global consumers want companies to show transparency in their sustainability practices.

In addition to green marketing, brand image also plays an important role in consumer purchasing decisions (Omar et al, 2025). A strong brand image can form a positive perception of a product, increase trust, and create customer loyalty. Aqua, as the market leader for AMDK in Indonesia, has long been known as a brand with good quality water that is safe for consumption. However, a report from the Top Brand Index shows a downward trend in the Aqua brand index in recent years, from 57.2% in 2020 to 54.3% in 2022. This decline indicates a shift in consumer preferences, which may be influenced by increasing competition from other brands that are increasingly aggressive in implementing sustainability-based marketing strategies.

Another factor that influences purchasing decisions is price perception. Consumers tend to judge a product not only based on its nominal price, but also on the value of the benefits it provides. In environmentally friendly products, prices are often higher due to higher production costs, especially in the use of recycled materials or green technology. However, if consumers understand that the product has long-term benefits and has a positive impact on the environment, they are more willing to pay a higher price. A study conducted by PwC (2022) found that 52% of global consumers are willing to pay a premium of up to 10% higher for sustainable products compared to conventional products.

Aqua has made various innovations to strengthen its green marketing strategy, such as the "Aqua Lestari" program that focuses on preserving water resources and managing plastic waste, as well as the launch of the Aqualife product that uses 100% recycled bottles. However, challenges remain, especially in building consumer trust in Aqua's sustainability commitment and avoiding the perception that the strategy implemented is merely

greenwashing. Many consumers still question the extent to which the company is truly contributing to the environment or is simply using sustainability issues as a marketing strategy.

Based on the description above, this study aims to analyze the influence of green marketing, brand image, and price perception on purchasing decisions for AMDK products of the Aqua brand in Indonesia. This study is expected to provide insight for companies in designing more effective marketing strategies and contribute to academic literature related to consumer behavior in choosing sustainable products.

REVIEW OF LITERATURE

Marketing Management

Marketing is a series of activities or processes aimed at creating, communicating, and delivering the value of a product or service to consumers. Marketing includes efforts to understand market needs and wants, and to develop strategies to meet those needs through relevant and attractive product offerings. According to (Ariyanto, 2023) marketing is a managerial process that allows individuals or groups to obtain what they need or want through the creation, offering, and exchange of products that are valuable to others. Marketing management includes managing products, both goods and services, so that they are better known to the public.

Purchasing Decision

According to Peter and Olson in (Darmansah & Yosepha, 2020) purchasing decision is a process that involves a combination of knowledge and information obtained by consumers to consider various alternatives and finally choose a particular product. In making this decision, consumers not only decide directly, but also consider various factors such as quality, price, benefits, and product image before buying. This process is a series of interrelated decisions and ultimately results in a purchasing decision for the product that best suits the needs and desires of consumers.

Green Marketing

According to Hawskin in (Rahmi Yuliana, 2022) green marketing is an effort to market products with an environmentally friendly approach, including modifying products so that their use or disposal does not have a negative impact on the environment. In addition, green marketing involves changes in production processes, packaging, and promotional methods to be more environmentally friendly than traditional marketing. Marketing products by prioritizing environmental concerns is a superior innovation in the world of marketing, where this green marketing approach has a significant impact on environmental sustainability.

Brand Image

Brand image is a consumer's perception of a brand, which is formed from the consumer's experiences, associations, and expectations of the brand. According to Kotler and Keller in (Pandiangan et al., 2021) brand image is the perception and beliefs that consumers have about a brand, which are reflected in the associations embedded in their memory. This is the first impression that comes to the consumer's mind when they hear the brand's slogan, creating a strong relationship between the brand and its consumers.

Price Perception

According to Schiffman and Kanuk in (Putra, 2021) price perception is the view or evaluation that customers have regarding the price of a product, including whether the price

is considered high, low, or reasonable. This perception not only determines how customers assess the value of the product, but also has a major influence on their intention to purchase and the level of satisfaction they feel after making a purchase. In other words, price perception plays an important role in consumer purchasing decisions, because they tend to be more satisfied and have a desire to repurchase if the price is considered appropriate to the benefits or quality offered.

RESEARCH METHOD

This study uses a quantitative approach, which is a type of research in which data analysis is presented in the form of numbers (numeric) and processed using statistical methods with the help of SPSS software. The quantitative method was chosen because this study focuses on the collection and analysis of data in the form of numbers that will be analyzed statistically to answer research questions. The quantitative approach is used because this study aims to explain the causal relationship between the variables studied, namely green marketing, brand image, and price perception as independent variables, on purchasing decisions as dependent variables.

RESULTS AND DISCUSSION

Validity Test

Validity test is conducted to evaluate whether the instrument can measure the variables studied accurately. In this study, the validity test is calculated using SPSS software. Testing is carried out on each item in the independent and dependent variables. Statistically, validity is tested by comparing the calculated r value with the r table at a significance level of 10% and degrees of freedom (n-2). If the calculated rvalue \geq r table, then the item is considered valid.

Table 1.
Validity Test Results

Variable	Question Item	Correlation Coefficient (r count)	r table	Description
Green marketing (X1)	X1.1	0,808	0,160	Valid
	X1.2	0,781	0,160	Valid
	X1.3	0,721	0,160	Valid
	X1.4	0,733	0,160	Valid
Brand image (X2)	X2.1	0,610	0,160	Valid
	X2.2	0,660	0,160	Valid
	X2.3	0,617	0,160	Valid
	X2.4	0,620	0,160	Valid
	X2.5	0,615	0,160	Valid
	X2.6	0,668	0,160	Valid
Price Perception (X3)	X3.1	0,714	0,160	Valid
	X3.2	0,705	0,160	Valid
	X3.3	0,664	0,160	Valid
	X3.4	0,717	0,160	Valid
Purchasing Decision (Y)	Y.1	0,819	0,160	Valid
	Y.2	0,626	0,160	Valid
	Y.3	0,765	0,160	Valid
	Y.4	0,576	0,160	Valid

Source: processed data from SPSS, (2025)

Based on the table above, the results of the analysis show that each item in the variable has a calculated r value that is greater than r table. Thus, all statement instruments in this study are declared valid, so they can be used to measure the variables studied accurately.

Reliability testing

Reliability testing aims to measure the consistency of answers in the questionnaire used. This test is conducted using the Cronbach's Alpha method. A variable is considered reliable if the Cronbach's Alpha value is more than 0.60. The results of the reliability test for each variable using SPSS version 25 are shown in the following table.

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha Hitung	Description
Green marketing (X1)	0,758	Reliabel
Brand image (X2)	0,696	Reliabel
Price Perception (X3)	0,650	Reliabel
Purchasing Decision (Y)	0,654	Reliabel

Source: processed data from SPSS (2025)

Based on the table above, it can be concluded that the respondents' answers have a Cronbach's alpha value that exceeds the minimum limit set, which is 0.60. Thus, the research data on this variable can be declared reliable.

Classical Assumption Test

Normality Test

The normality test is used to evaluate whether the data in this study follows a normal distribution or not. Normal data distribution is one of the important indicators in good research, because it can affect the validity and accuracy of the analysis results.

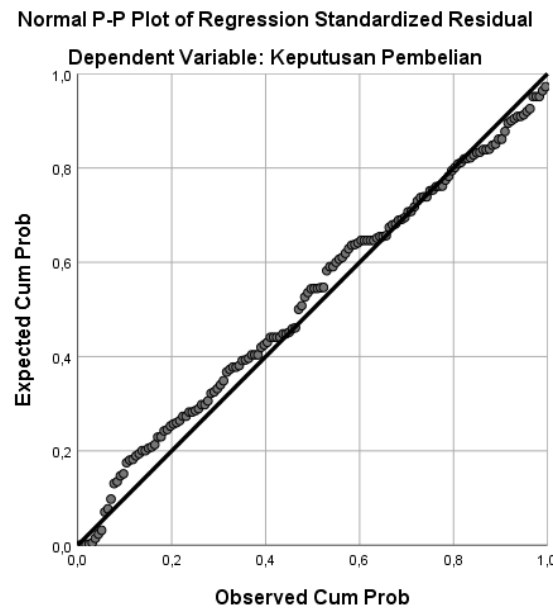


Figure 1.
Normality Test Results

Source: processed data from SPSS, (2025)

Based on the image above, it appears that the data points are spread around the diagonal line and follow the pattern of the line. This shows that the analyzed data has a distribution that is consistent with the normal distribution. Fulfillment of this normality assumption is very important, because it is the basis for the validity of various analysis methods, such as regression and hypothesis testing. Thus, the results of the analysis can be more accurate and reliable. Therefore, it can be concluded that the analyzed data meets the normal distribution

Multicollinearity Test

Multicollinearity test is conducted to determine whether there is a relationship between independent variables in the regression model. A good regression model should not have a very high or near perfect correlation between independent variables. Multicollinearity can be said not to occur if the tolerance value is more than 0.10 and the VIF value is less than 10. The following are the results of the multicollinearity test obtained using SPSS version 25.

Table 3.
Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Green marketing</i> (X1)	,624	1,602
	<i>Brand image</i> (X2)	,672	1,488
	<i>Persepsi Harga</i> (X3)	,564	1,773
a. Dependent Variable: Keputusan Pembelian (Y)			

Source: processed data from SPSS, (2025)

Based on the table above, it can be concluded that all independent variables have VIF values of less than 10. Thus, the regression model used does not experience multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test aims to detect whether there is a non-constant residual variation in the regression model. A good model should be free from heteroscedasticity. In this study, testing was carried out through the analysis of the point distribution pattern on the Scatterplot graph. If the points are randomly distributed above and below the number 0 on the Y axis without a particular pattern, then there is no heteroscedasticity. The test results with SPSS version 25 are shown in the following figure.

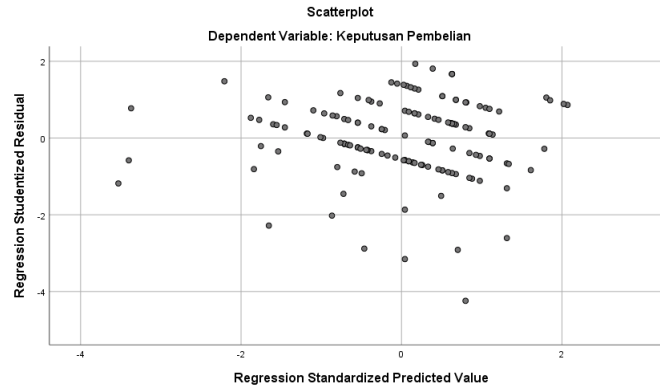


Figure 2.
Heteroscedasticity Test Results

Source: processed data from SPSS, (2025)

Visualization of results Based on Figure 2., the points appear to be randomly distributed, both above and below the number 0 on the Y axis. This shows that there is no particular pattern in the data distribution. Thus, it can be concluded that the regression model used does not experience heteroscedasticity. Therefore, this regression model can be applied in hypothesis testing.

Multiple Linear Regression Analysis Test

Table 4.
Multiple Linear Regression Analysis

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,765	1,520		4,451	,000		
	Green marketing (X1)	-,043	,079	-,049	-,542	,588	,624	1,602
	Brand image (X2)	,149	,064	,204	2,328	,021	,672	1,488
	Persepsi Harga (X3)	,411	,102	,385	4,028	,000	,564	1,773

a. Dependent Variable: Keputusan Pembelian (Y)

Source: processed data from SPSS, (2025)

Based on the table above, the following regression equation is obtained:

$$Y = \alpha + \beta1.X1 + \beta2.X2 + \beta3.X3 + e$$

Purchase Decision = 6,765- 0.43 X1 + 0.149 X2 + 0.411 X3 + e

The explanation of the equation above is:

- a. The constant (β_0) of 6,765 indicates that if the independent variables (X1 X2 X3) = constant (no change), then the dependent variable (Y) has a value of 6.765 units.
- b. The regression coefficient value of the green marketing variable (X1) of -0,043 indicates that if green marketing increases one time, the Purchase Decision will decrease by 0,043 assuming that other independent variables are constant.

- c. The regression coefficient value of the Brand image variable (X2) of 0,149 indicates that if the Brand image increases one time, the Purchase Decision will increase by 0,149 assuming that other independent variables are constant.
- d. The regression coefficient value of the Price Perception variable (X3) of 0,411 shows that if Price Perception increases by one time, the Purchase Decision will increase by 0,411, assuming the other independent variables are constant.

Test of Determination Coefficient (R2)

Table 5.
Test of Determination Coefficient (R2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,496 ^a	,246	,231	1,558	1,890
a. Predictors: (Constant), <i>Green marketing</i> (X1), <i>Brand image</i> (X2), <i>Persepsi Harga</i> (X3),					
b. Dependent Variable: Keputusan Pembelian (Y)					

Source: processed data from SPSS, (2025)

Based on the table above, the R Square value is recorded at 0.246, which indicates that 24,6% of the variation in Purchasing Decisions can be explained by green marketing (X1), Brand image (X2), Price Perception (X3). Meanwhile, the remaining 75,4% is influenced by other factors not included in this research model.

Hypothesis Test

Simultaneous Test (F)

Table 6.
F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	115,654	3	38,551	15,881	,000 ^b
	Residual	354,406	146	2,427		
	Total	470,060	149			
a. Dependent Variable: Keputusan Pembelian (Y)						
b. Predictors: (Constant), <i>Green marketing</i> (X1), <i>Brand image</i> (X2), <i>Persepsi Harga</i> (X3)						

Source: processed data from SPSS, (2025)

In Table 6, it can be seen that the value of *hitung* is 15.881 with a significance level of 0.000. To determine *ftabel*, a formula is used with degrees of freedom of the numerator $df1 = 3$ (according to the number of independent variables) and degrees of freedom of the denominator $df2 = (n - k) = (150 - 4) = 146$, where n is the number of samples. Based on the F distribution table with a significance level of 5%, the *Ftable* value is 2,67. Because *hitung* (15,881) > *ftabel* (2,67) and a significance value of 0,000 < 0,05, then H1 is accepted. Thus, the variables Green Marketing (X1), Brand Image (X2), and Price Perception (X3) simultaneously have a significant influence on Purchasing Decisions (Y).

Partial Test (t)

**Table 7.
 Test (t)**

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	6,765	1,520		4,451	,000		
	Green marketing (X1)	-,043	,079	-,049	-,542	,588	,624	1,602
	Brand image (X2)	,149	,064	,204	2,328	,021	,672	1,488
	Persepsi Harga (X3)	,411	,102	,385	4,026	,000	,564	1,773

a. Dependent Variable: Keputusan Pembelian (Y)

Source: processed data from SPSS, (2025)

So, it can be concluded that:

1. The results of the t-test in Table 7. show that the t-count value is -0.542 with a significance level of 0.588. Because t-count (-0.542) is smaller than t-table (1.976) and the significance value exceeds 0.05 (0.588 > 0.05), it can be concluded that partially Green marketing (X1) does not have a significant influence on Purchasing Decisions (Y).
2. The results of the t-test in Table 7. show that the t-count value is 2.328 with a significance level of 0.021. Because t-count (2.328) is greater than t-table (1.976) and the significance value is smaller than 0.05 (0.021 < 0.05), it can be concluded that partially Brand image (X2) has a significant influence on Purchasing Decisions (Y).
3. The results of the t-test in Table 7 show that the t-count value is 4.026 with a significance level of 0.000. Because t-count (4.026) is greater than t-table (1.976) and the significance value is less than 0.05 (0.000 < 0.05), it can be concluded that partially Price Perception (X2) has a significant effect on Purchasing Decisions (Y).

Discussion

- a. The Influence of Green Marketing (X1), Brand Image (X2), and Price Perception (X3) on Purchasing Decisions (Y) Based on the results of simultaneous hypothesis testing (F test), it is known that the variables Green Marketing (X1), Brand Image (X2), and Price Perception (X3) have a significant influence on Purchasing Decisions (Y). This is in accordance with the decision-making criteria in the F test, namely when $f_{hitung} > f_{tabel}$ and the significance value < 0.05 . The test results show that f_{hitung} is $15.881 > 2.67$ with a significance value of $0.000 < 0.05$, so H1 is accepted. Thus, simultaneously, Green marketing, Brand image, and Price Perception have a significant effect on Purchasing Decisions on AQUA products.
- b. The Effect of Green Marketing (X1) on Purchasing Decisions (Y) The results of this study indicate that the Green marketing variable (X1) does not have a significant effect on Purchasing Decisions (Y) on AMDK Aqua brand in 330ml, 600ml, and 1500ml bottle sizes in Surabaya City. Based on the test, the t-count value is -0.542, which is smaller

- than t-table ($-0.542 < 1.976$), and the significance value is greater than 0.05 ($0.588 > 0.05$). Thus, H_a is rejected, which means that the green marketing carried out by AQUA has not succeeded in encouraging consumers to make purchasing decisions.
- c. The Influence of Brand Image (X2) on Purchasing Decisions (Y) The results of this study indicate that the brand image variable has a significant influence on purchasing decisions for AMDK Aqua brand in 330ml, 600ml, and 1500ml bottle sizes in Surabaya City. Based on the test, the t-count was obtained at 2.328 with a significance level of 0.021. Because t-count ($2.328 > 1.976$) and the significance value ($0.021 < 0.05$), it can be concluded that brand image has a significant influence on purchasing decisions.
 - d. The Influence of Price Perception (X3) on Purchasing Decisions (Y) Based on the test results, it was found that price perception (X3) has an influence on purchasing decisions (Y). The results of the analysis showed that the t-count for the price perception variable was 4.026, where t-count $>$ t-table ($4.026 > 1.976$). Thus, H_a is accepted, which means that price perception has a significant influence on purchasing decisions for AMDK AQUA brand in 330ml, 600ml, and 1500ml bottles in Surabaya City.

CONCLUSION

Based on the research that has been done, it can be concluded that :

1. Green marketing does not have a significant influence on the Purchase Decision of AQUA products. This shows that the environmentally friendly marketing strategy implemented by AQUA has not become the main factor in influencing consumer decisions to buy.
2. Brand image has a positive and significant influence on Purchase Decisions. This indicates that AQUA's strong brand image in the eyes of consumers plays an important role in purchasing decisions, where consumers tend to prefer products with a good and trusted reputation.
3. Price Perception also has a positive and significant influence on Purchase Decisions. Consumers consider the suitability between price and product quality before making a purchase, so that the price that is considered appropriate with the benefits obtained will increase the purchase decision.
4. Simultaneously, Green marketing, Brand image, and Price Perception have a significant influence on Purchase Decisions. This means that although Green marketing does not have a partial effect, in combination with Brand image and Price Perception, these factors still influence the overall purchase decision.

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