

THE INFLUENCE OF GREEN MARKETING ON PURCHASING DECISIONS OF AQUA DRINKING WATER

Denta Purnama ^{1*}, Bobby Arkan Sanusi ², Mujito ³

^{1,2} Kesatuan Institute of Business and Informatics, Bogor, Indonesia

³ Dewantara Institute of Technology and Business, Indonesia

*Correspondence email ; dentapurnama@ibik.ac.id

Abstract

The reason of this consider is to find out how consumers' choices to purchase Water brand bottled drinking water (AMDK) are affected by green promoting. Clients who are mindful of bottled drinking water (AMDK) merchandise were inquired to take an interest within the overview in arrange to assemble information. Data analysis was done using SPSS software and statistical hypothesis testing. A questionnaire that was given to clients who were acquainted with bottled drinking water (AMDK) products was used to obtain primary data. Ad hoc sampling was used to get a sample size of one hundred individuals. The findings demonstrate a definite positive correlation between green marketing and consumer choice. The knowledge gathered from this study will enable anyone considering utilizing bottled water products to make wise decisions that will significantly enhance their

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Introduction

The issues of sustainability and environmental concerns have become phenomena and topics that attract significant public attention. These problems manifest in the form of air pollution, water pollution, and plastic waste, with waste management challenges being particularly alarming. The difficulty in recycling processes arises from the continuous increase in waste production.

According to statistical data, sustainability and environmental issues have become social phenomena, with waste sources receiving special attention. Indonesia ranks second in plastic waste production, mainly from "household" waste, amounting to 7.2 million tons annually (Ministry of Environment and Forestry, 2022). The use of plastic and plastic bags, numbering 4,444 items, has increased compared to the previous year. According to the Ministry of Environment, 0.8 kilograms of waste is generated daily, 15 percent of which is plastic (Viera, 2020).

Companies continuously strive to leverage each phenomenon as an opportunity and a response to customers' ever-changing needs. Utilizing environmentally friendly or non-harmful materials in production has become a priority for companies in developing products. According to Widodo (2020), green marketing and eco-friendly products significantly influence purchasing decisions. Previous research shows that improving the quality of environmentally friendly products and implementing effective green marketing strategies are key drivers for consumers in making purchasing decisions.

Theoretical studies

According to Faradilla et al. (2023), environmentally friendly marketing presents both a challenge and an opportunity to implement modern marketing strategies today. Moreover, society plays an essential role in implementing green marketing by adopting environmentally friendly practices, which facilitates marketers in executing their strategies effectively.

Renny Dwijayanti (2023) defines sustainable products as those that consider environmental conditions, commonly referred to as eco-friendly products. "Eco-friendly products" are designed and prepared to minimize the risk of environmental pollution during the production, distribution, and consumption processes. Aqua embodies the elements of green marketing by producing "green products."

The environmentally conscious approach differentiates green marketing strategies from traditional marketing strategies. Among various marketing strategies, green marketing strategies are currently being utilized by Aqua, a leading brand in bottled drinking water.

Aqua offers innovative eco-friendly products and raises consumer awareness about the importance of environmental preservation. Aqua, a national company and a pioneer in its industry, has established strong brand recall among its customers with a brand image that focuses on sustainability and environmental friendliness. Aqua's bottled water is produced and distributed without harming the natural ecosystem. Based on the background described, the research hypothesis is as follows: H1: The green marketing mix significantly influences purchasing decisions.

Research Methods

In this study, the author employs a quantitative research method based on data collected during the research process, utilizing an associative approach. The respondents in this study are specifically consumers who have decided to purchase products from a specific bottled drinking water brand. The research focuses on urban areas in Bogor from January 2023 to December 2023. The population consists of customers who purchased Aqua-branded products, although the exact population size is unknown and unrestricted.

The sample size was determined using Cochran's formula for an infinite population, resulting in a sample size of 100 respondents. The respondents were selected using non probability sampling with the purposive sampling technique.

The SPSS program was used to analyze the data and hypotheses. Before hypothesis testing, the collected data were subjected to validation, reliability, and normality tests. The next step involved hypothesis testing using partial significance tests (t-tests).

In this study, t-tests were conducted to determine the magnitude and significance of the influence between variables X and Y. The following conditions apply:

- If the t-value is greater than the t-table value, Ho is rejected, and H1 is accepted.
- If the t-value is less than the t-table value, Ho is accepted, and H1 is rejected.

Regarding the F-test, if the F-value is less than the F-table value, Ho is accepted, and H1 is rejected. The hypothesis testing methods in this research are used to ensure how each variable interacts with the others

Data analysis and Discussion

An overview of the research respondents, detailing their gender and professional background, is presented together in this section.

Tabel 1. Respondent Profile

Category	Frequency	Percent	Valid Percent
Gender			
Male	63	63.0	63.0
Female	37	37.0	37.0
Profession			
Private Employee	34	34.0	63.0
State-Owned Enterprise Employee (BUMN)	16	16.0	37.0
Civil Servant	17	17.0	17.0
Student	23	23.0	23.0
Entrepreneur	10	10.0	10.0

Source: Primary Data, 2023

Upon careful examination of Table 1, it can be observed that the majority of respondents in this study are dominated by the male demographic, and most are employed in the private sector. The results

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of the data validity tests for each variable are presented in detail in the table below, providing a comprehensive overview of the validation process.

Table 2. Green Marketing Mix Validation Test Results

No	Indicator	r-value (Product Moment)	r-table (n = 30, $\alpha = 5\%$)
1	P.1	0.671	0.361
2	P.2	0.635	0.361
3	P.3	0.717	0.361
4	P.4	0.565	0.361

Source: Primary Data, 2023

The significance test results indicate that all correlation significance values are below the p-value of 0.050. Therefore, all elements within the green marketing mix variable can be considered effective and used as reliable measurement elements for the variable.

Table 3. Purchase Decision Validation Test Results

No	Indicator	r-value (Product Moment)	r-table (n = 30, $\alpha = 5\%$)
1	KP.1	0.528	0.361
2	KP.2	0.593	0.361
3	KP.3	0.443	0.361

Source: Primary Data, 2023

The processed data shows that the significance test indicates all correlation significance values are below the p-value of 0.050. This data suggests that all items in the purchase decision variable are valid and can be used as reliable measurement items for the variable.

Reliability testing is a statistical evaluation used to determine the consistency and dependability of measurements obtained using a specific assessment tool or instrument.

This evaluates whether the instrument produces consistent results when applied repeatedly to the same group or respondents under similar conditions. The results obtained from the reliability test for each variable are presented in the table below.

Table 4. Reliability Test Results

Indicator	r-value (Product Moment)	N
GM	0.798	4
KP	0.786	3

Source: Primary Data, 2023

Based on the results processed in Table 4, it can be seen that the Cronbach's alpha values for each research variable are significant, above 0.600. From these results, it can be stated that all variables in this study are reliable.

Hypothesis Testing

Hypothesis testing involves assessing the statistical significance of the relationship between the proposed variables. This process determines whether a hypothesized relationship exists in the population

based on sample data. The alternative hypothesis is accepted if the statistical test shows that the relationship between variables is significant. This test evaluates the goodness of fit of the model with the observation data and the significance of the parameter estimation of the respondents. For example, if the t-value related to the parameter estimation of the respondents exceeds the critical value (usually 1.960 for two-tailed tests), it indicates that the relationship between the variables is statistically significant, thereby supporting the alternative hypothesis.

Based on the results of the statistical test, for the first hypothesis, the t-calculated value is $9.065 > 1.960$ and the probability value is < 0.050 . Therefore, H1 is accepted. This means that the green marketing mix has a positive and significant impact on the purchase decision of branded bottled water in Bogor City.

These results are in line with previous research conducted by Nadia Irsalina and Heni (2023), which also stated that the environmentally friendly marketing mix has a positive and significant impact on purchasing decisions. This study also shows that the green marketing mix is very important when implementing marketing strategies

Conclusions

This study reveals that green marketing has a positive and significant influence on purchase decisions. The findings indicate that green marketing plays an important role in consumers' decision-making process. Furthermore, consumers' concern for environmentally friendly products also has a positive and significant impact on their purchase decisions. The higher the emphasis on green marketing, the more likely consumers are to make a purchase decision.

From the research results, it can be concluded that the greater the presence of green marketing, the higher the likelihood of customers purchasing products that incorporate green marketing elements. However, this study requires adequate data support related to the influence of green marketing. Other factors may mediate the potential relationship, so further research is needed to better understand the role of mediation and the factors that influence it. Recommendations for future research arise from the identified gaps in the literature and the limitations of the study.

Future research recommendations can encompass several aspects. First, it is important to continue research to understand other factors that mediate the relationship between green marketing and purchase decisions. This could involve testing the role of other mediating variables not explored in previous studies.

Additionally, future studies could explore the role of contextual factors, such as culture and social environment, in moderating the relationship between green marketing and purchase decisions. Second, future research could expand the sample size and context of the study to validate existing findings and identify more generalizable patterns. This may involve cross-cultural studies or research that tracks consumer behavior over time.

Finally, to address the discrepancies between the current research findings and the hypotheses proposed, further studies could expand the conceptual framework by considering new factors that might influence the relationship between the green marketing mix and purchase decisions.

Thus, the recommendations for future research are expected to provide deeper and more sustainable insights into the factors that influence purchase decisions related to green marketing

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