

THE INFLUENCE OF GREEN MARKETING AND GREEN PRODUCT STRATEGIES ON PURCHASING DECISIONS (CASE STUDY: LE MINERALE GALLON WATER IN LAMPUNG)

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ABSTRACT

The purpose of this study is to demonstrate the efficiency and effectiveness of Green Marketing. We use a case study approach focusing on the branding efforts of Le Minerale's single-use gallon water, which has gained recognition recently. Initially considered environmentally unfriendly, Le Minerale attempted to counter this perception through extensive promotion incorporating strong environmental elements and the principles of Green Marketing. To support this Green Marketing effort, they also sought to convince consumers that their gallon water is a Green Product, featuring easily recyclable packaging and water that does not undergo chemical processes. To measure Green Marketing and Green Product, we utilized the following indicators: the presence of eco labels, environmental advertisements, and eco brands. The quantitative data analysis technique we employed is the associative method to determine the relationship between two or more variables. We also conducted Focus Group Discussions and interviews to reinforce our findings, in addition to relying on Likert scale-based questionnaires. Our goal is to produce a journal and scientific report explaining the relationship between Green Product and Green Marketing as independent variables influencing the purchasing decision of Le Minerale gallon water. For data processing, we have prepared SPSS technology. We hope that this research can serve as a foundation for studies on the importance of environmentally-focused promotion. Below is our research proposal on the effectiveness of Green Marketing and Green Product on the purchasing decision of Le Minerale gallon water.

KEYWORDS Green Marketing, Green Product.



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INTRODUCTION

Studies in the United States show that nearly 80 percent of respondents believe it is crucial for businesses to seriously address climate issues (Lash & Wellington, 2007). Therefore, with the right strategy, it is possible for eco-friendly businesses to sustain themselves long-term. For instance, companies like Body Shop have maintained their reputation for years while remaining profitable.

Some eco-friendly principles of Body Shop include: using green advertisements as a primary promotional pillar, avoiding animal testing, ensuring waste processing that does not cause harm, and prioritizing natural ingredients to produce high-quality products. The result of Body Shop's business model is a high positive perception of their products and the company's identity. Additionally, Body Shop's environmental campaigns have been well-received, earning the company appreciation for successfully protecting the environment while maintaining good commercial values. Body Shop can be considered a successful example of a green business (Moeliono, Fakhri, Sari, Kurnia, & Anindita, 2020).

This example can serve as a principle and inspiration, especially given the severe increase in global waste volume. The World Bank provides the following illustration:

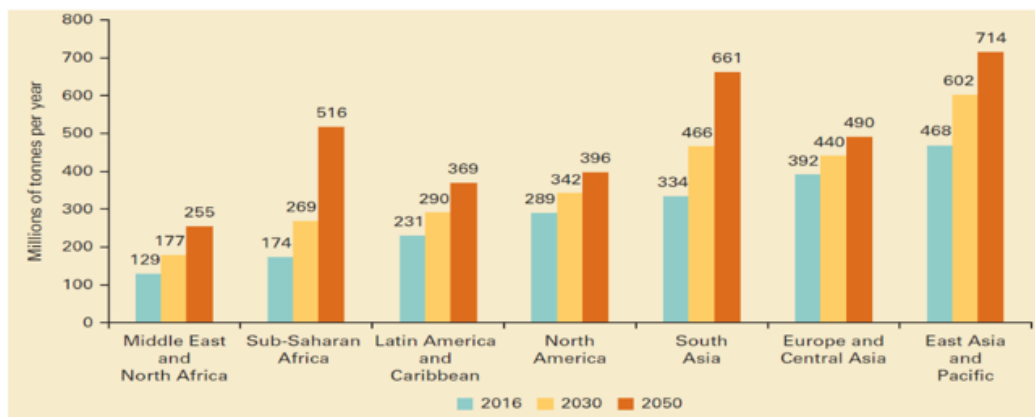


Figure 1.

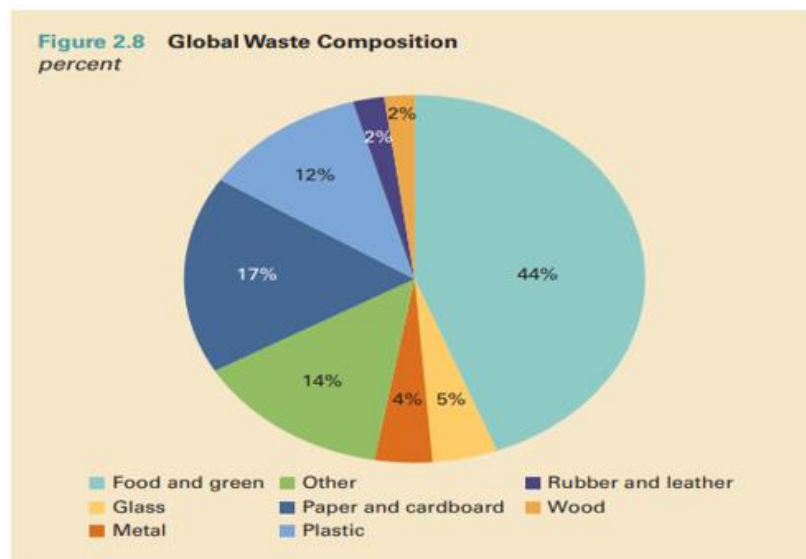


Figure 2.

According to the World Bank analysis (Bank, n.d.), the amount of waste is expected to peak in 2050, increasing by 70 percent. The estimated amount of waste today is 2 billion tons per year, reaching 3 billion tons by 2050. This is alarming because at least 33 percent of this waste is not processed using environmentally friendly and sustainable principles. Interestingly, a significant portion of this waste is non-recyclable plastic waste, as shown by World Bank research:

Given this problem, the push to establish businesses focused on environmental sustainability is growing stronger. Government support is also evident. For example, the government has established environmental strategic study standards to ensure environmental cleanliness and quality in all situations (Lazuardini, 2014). Regulatory enforcement by the government is also stringent, including fines (Articles 87-120 of the Environmental Protection and Management Law) and active supervision and prosecution in both criminal and civil cases against corporations that do not adhere to sustainable business principles (Effendi, 2016).

However, there are future challenges, such as the fact that, according to Josef Krause's research (Krause, 2015), the public's willingness to buy eco-friendly products is not very high. Consumers, for example, are unwilling to pay 20% more for similar products to support the environment. Additionally, only 38% routinely purchase eco-friendly products. This presents a significant challenge in promoting eco-friendly products.

In real life, such failures are evident, such as when Ford promoted its eco-friendly car in 2002, yet sales were not sufficient. Additionally, in the same year, reports indicated that 40% of people were unwilling to buy eco-friendly products due to fears that the products were not good enough (Ginsberg & Bloom, 2004).

Considering the opportunities and threats, the author has chosen to undertake a project on the effectiveness of Green Marketing. The public may simply need education on how eco-friendly products can positively impact their lives.

Unfortunately, this education is lacking for various reasons. Therefore, Green Marketing is needed as an educational tool for the public.

This aligns with our preliminary research findings that many people want to protect the environment but are reluctant to sacrifice certain things. Green Marketing is a suitable solution to bridge these two aspects. We plan to research the effectiveness of Green Marketing and how to replicate this strategy for various businesses.

To understand this phenomenon, we need a pilot project. The project we are looking at involves mineral water bottles, which have been a significant issue due to plastic waste but have been addressed by some mineral water brands by producing eco-friendly products that meet market demands. For this project, we chose to conduct a case study on Le Minerale gallon water. Previously criticized for being environmentally unfriendly, Le Minerale then undertook educational efforts to show that their gallon water is actually a good and eco-friendly solution.

Our preliminary study found that creating eco-friendly businesses is a necessary solution, given the rapid and dangerous pace of environmental pollution. We also found that many people are already considering eco-friendly products but are hesitant due to inadequate education. According to research, the threshold for choosing eco-friendly products is a price increase of no more than 20%. This study will also examine whether this 20% threshold can be addressed or if consumers/survey subjects can be convinced that this price increase is justified by the benefits.

1. How does Green Marketing impact consumers' choice of eco-friendly products (case study: Aqua)?
2. How can we replicate good Green Marketing practices from the case study (Aqua) to other consumer goods products?

In line with the research questions, the purpose of this study is to determine how Green Marketing impacts consumers' choice of eco-friendly products, using Aqua mineral water as a case study. We also aim to find ways to replicate good practices in Green Marketing for effectiveness. This research is urgent as it offers a solution to bridge communication between producers and consumers, promoting eco-friendly businesses while meeting society's needs for quality products and environmental sustainability.

RESEARCH METHOD

The research methods used are both quantitative and qualitative. Qualitative data will be obtained through interviews with sources and questionnaires to produce results that will be processed quantitatively. The qualitative method to be used in this study is the associative method (Sugiyono, 2009). This method is used as a theory to explain whether two or more variables can be said to be related or not. It is used to see the impact of green marketing image and the existing marketing results.

The variables used here include the types of brand image utilized by the company and their effects on the purchasing decisions made by buyers. Regarding population size, according to Uma Sekaran (Sekaran, 2006), the ideal number is around 30, with a maximum of 500. The sample will be taken from people who routinely

use Le Minerale gallon water. As a midpoint, the researchers decided to take a sample of 100 people.

RESULT AND DISCUSSION

Validity Test

It is known that the r-table value for data totaling 100, with a degree of freedom (df) of $(n-2) = 100 - 2 = 98$ at a 5% significance level, is 0.1986. The values in the table below are derived from the SPSS results above. An item is considered valid if the r-calculated value is greater than the r-table value.

Table 1. Validity Test

Item Question	r-calculated	r-table	Note
x1.1	.726	0,1986	Valid
x1.2	.605	0,1986	Valid
x1.3	.704	0,1986	Valid
x1.4	.751	0,1986	Valid
x1.5	.780	0,1986	Valid
x1.6	.659	0,1986	Valid
x1.7	.781	0,1986	Valid
x1.8	.767	0,1986	Valid
x1.9	.756	0,1986	Valid
x1.10	.720	0,1986	Valid
x2.1	.648	0,1986	Valid
x2.2	.835	0,1986	Valid
x2.3	.718	0,1986	Valid
x2.4	.749	0,1986	Valid
x2.5	.577	0,1986	Valid
x2.6	.745	0,1986	Valid
y.1	.589	0,1986	Valid
y.2	.811	0,1986	Valid
y.3	.749	0,1986	Valid
y.4	.809	0,1986	Valid
y.5	.806	0,1986	Valid
y.6	.818	0,1986	Valid
y.7	.835	0,1986	Valid
y.8	.821	0,1986	Valid
y.9	.800	0,1986	Valid
y.10	.798	0,1986	Valid

Source: Processed SPSS Data, 2024

From Table 1 above, it can be seen that the correlation of each item with the total score of each statement for variables X1, X2, and Y all result in r-calculated values $>$ r-table values. Therefore, all statement items of the research variables are valid.

Reliability Test

The Influence of Green Marketing and Green Product Strategies on Purchasing Decisions (Case Study: Le Minerale Gallon Water in Lampung)

For the instrument reliability test, the closer the reliability coefficient is to 1.0, the better. Generally, reliability less than 0.6 is considered poor, reliability in the range of 0.6 to 0.7 is acceptable, and greater than 0.8 is good. The following table shows the Cronbach's alpha values for each instrument.

Table 2. Reliability Test

Item Question	<i>cronbach's alpha</i>	Note
x1.1	0.890	Reliable
x1.2	0.898	Reliable
x1.3	0.892	Reliable
x1.4	0.889	Reliable
x1.5	0.886	Reliable
x1.6	0.896	Reliable
x1.7	0.886	Reliable
x1.8	0.887	Reliable
x1.9	0.888	Reliable
x1.10	0.891	Reliable
x2.1	0.798	Reliable
x2.2	0.737	Reliable
x2.3	0.774	Reliable
x2.4	0.765	Reliable
x2.5	0.811	Reliable
x2.6	0.768	Reliable
y.1	0.935	Reliable
y.2	0.921	Reliable
y.3	0.924	Reliable
y.4	0.921	Reliable
y.5	0.921	Reliable
y.6	0.920	Reliable
y.7	0.919	Reliable
y.8	0.920	Reliable
y.9	0.921	Reliable
y.10	0.922	Reliable

Source: Processed SPSS Data, 2024

Based on the reliability test results table, all variables have sufficiently high alpha coefficients, which are above 0.60, indicating that all variables from the questionnaire are reliable. All statements in the questionnaire are considered reliable because the Cronbach's Alpha value for each variable is > 0.60.

Classical Assumption Test
Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test
Unstandardized Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.77191675
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.080
Test Statistic		.087
Asymp. Sig. (2-tailed)		.061 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the normality test results above, it is known that the Asymp Sig value is $0.061 > 0.05$, indicating that there are no normality issues in this research.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	10.157	2.217		4.580	.000
	x1	-.080	.073	-.169	-1.105	.272
	x2	-.151	.131	-.175	-1.149	.254

a. Dependent Variable: Abs_Res

Based on the table above using the heteroscedasticity test, the probability values for all research variables are above 0.5, indicating that there is no heteroscedasticity issue in this research because the Sig values are > 0.05 .

Multicollinearity Test

Table 5. Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t		
1	(Constant)	8.435	3.486		2.420	.017	
	x1	.359	.114	.354	3.133	.002	.397 2.521
	x2	.732	.206	.402	3.552	.001	.397 2.521

a. Dependent Variable: y

Based on the multicollinearity test results, it can be seen from the table above, specifically in the Centered VIF column. The VIF values for all variables are not greater than 5 or 10 (there is literature stating not more than 10), indicating that there is no multicollinearity in these two independent variables in this study. According to the classic assumption of linear regression with OLS, a good linear regression model is free from multicollinearity. Thus, the model above is free from multicollinearity.

Multiple Regression Analysis

Table 6. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.435	3.486		2.420	.017
	x1	.359	.114	.354	3.133	.002
	x2	.732	.206	.402	3.552	.001

a. Dependent Variable: y

The equation result from Table 6:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 8,435 + 0,359 X_1 + 0,732 X_2 + e$$

Explanation:

- Y = Purchasing Decision
- α = Konstanta
- X1 = Green Marketing
- X2 = Green Product
- e = *Error term*

From the equation above, it can be explained that:

1. A constant value of 8.435 indicates that if the dependent variable i.e. Purchasing Decision is zero then the Purchasing Decision is a constant of 8.435%.
2. The value of the Green Marketing coefficient of 0.359 indicates that an increase in Green Marketing in one unit number will result in an increase in Purchasing Decisions of 0.359% assuming other variables are constant.
3. The value of the Green Product coefficient of 0.732 indicates that an increase in Green Product in one unit number will result in an increase in Purchasing Decisions of 0.732% assuming other variables are constant.

(F-Test) Simultaneous Test

The results of processing SPSS data on test F to see whether or not there is an influence of independent variables together on the dependent variable and to test whether the model used is *fixed* or not.

Table 7. Simultaneous Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1453.682	2	726.841	50.055	.000 ^b
	Residual	1408.508	97	14.521		
	Total	2862.190	99			

a. Dependent Variable: y
b. Predictors: (Constant), x2, x1

The results of data processing in table 4.14 above show significant values at 0.000 (sig 0.000 < 0.05). This means showing that the regression equation obtained is reliable or that the model used is fixed. So that there is a joint or simultaneous influence between variables X1 and X2 on variable Y.

Test Coefficient of Determination (R²)

Table 8. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.508	.498	3.81060

a. Predictors: (Constant), x2, x1

The Coefficient of Determination aims to see or measure how far the model is able to explain the dependent variable. From the SPSS output display in table 4.15 above, the magnitude of R Square is 0.713, this indicates that the contribution of variables X1 and X2 to Y is 71.3%, while the remaining 28.7% (100-71.3%) is determined by other factors outside the model that were not detected in this study.

Results of Hypothesis Testing with t Test

Decision making on rejection or acceptance of hypotheses with a total of 100 data and with a significance rate of 5% with the formula $t_{table} = t(\alpha/2; n-k-1) = t(0.05/2; 100 - 2 - 1) = (0.025; 97)$ so that the selected t-table value in data 97 is **1.9847** based on the following criteria. Based on the comparison of tcalculate and ttable values, the basis for decision making is:

If $t_{count} < t_{table}$, then H0 is accepted and Ha is rejected (no effect).

If $t_{count} > t_{table}$, then H0 is rejected and Ha is accepted (there is an effect).

Then the results of the sig test from Table 4.13 as follows:

1. There is a significant positive influence between the Green Marketing variable (X1) on Purchasing Decision (Y), due to the t-count value > t-table (3.133 > 1.9847) and the significance value of 0.002 < 0.05. So there is an influence between the variable X1 on Y, or in other words H0 is rejected and Ha is accepted.
2. There is a significant positive influence between the Green Product (X2) variable on Purchasing Decision (Y), due to the t-count value > t-table (3.552 > 1.9847) and the significance value of 0.001 < 0.05. So there is an influence between the variable X2 on Y, or in other words H0 is rejected and Ha is accepted.

The Influence of Green Marketing Strategy on Purchasing Decisions

The results of the research indicate a significant positive influence of the green marketing strategy on the purchasing decisions of consumers of Le Minerale gallon water in Lampung. This means that the better the green marketing strategy implemented by Le Minerale, the higher the likelihood of consumers purchasing their product. Green marketing is a strategy that emphasizes environmentally

friendly aspects in both the product and the production process. This strategy includes various activities such as using eco-friendly raw materials, reducing carbon emissions during production, utilizing recyclable packaging, and marketing communications that highlight the company's commitment to environmental sustainability.

Consumers today are increasingly aware of the importance of preserving the environment. They prefer eco-friendly products produced by companies committed to environmental sustainability. This awareness stems from the growing information about the negative impacts of human activities on the environment, such as climate change, pollution, and ecosystem damage (Ginting et al., 2023). Many consumers now consider factors such as the raw materials used, production processes, and product packaging. They tend to choose products that use renewable raw materials, efficient energy and water usage in production, and recyclable or minimally plastic packaging. Additionally, consumers evaluate a company's commitment to environmental sustainability through eco-friendly certifications, company policies, and corporate social responsibility (CSR) programs focused on sustainability.

Green marketing strategies can enhance a company's image in the eyes of consumers. Consumers view companies that implement green marketing strategies as responsible and environmentally conscious (Rohmah & Tobing, 2023). Green marketing, which includes promoting products or services deemed eco-friendly, can encompass various aspects such as using sustainable raw materials, clean production processes, recyclable packaging, and product recycling programs. By adopting green marketing strategies, companies can build a positive reputation and increase consumer loyalty. Environmentally conscious consumers are more likely to support and remain loyal to companies that demonstrate a genuine commitment to sustainability (Yaputra et al., 2023).

Consumers who purchase eco-friendly products feel satisfied because they believe their choices contribute to environmental preservation. This satisfaction stems from the belief that they are helping to reduce negative impacts on the planet, such as pollution and climate change. Moreover, buying eco-friendly products aligns with their personal values, enhancing their self-esteem and happiness. They also feel part of a global community that cares about the environment, providing a sense of solidarity and achievement. Knowledge of the positive impacts of their choices also gives them a sense of control and influence, further enhancing their satisfaction (R. P. Putra & Djunaid, 2023).

Research shows that the green marketing strategy has a significant positive influence on the purchasing decisions of consumers of Le Minerale gallon water in Lampung. The theory of perception (Gibson, J. J., 1979), which explains how consumers receive and process information, helps elucidate this phenomenon. Green marketing strategies can improve consumers' perceptions of a company, leading them to view the company as responsible and environmentally conscious. In the context of Le Minerale in Lampung, green marketing strategies might involve using eco-friendly raw materials, production processes that reduce carbon footprints, and recyclable or more environmentally friendly packaging. When a company implements and promotes these practices, consumers receive this information through various communication channels such as advertisements, social media, and product

labels. This information is then processed and influences consumers' perceptions of Le Minerale.

This study demonstrates that the green marketing strategy significantly positively influences the purchasing decisions of consumers of Le Minerale gallon water in Lampung. This indicates that green marketing is an effective marketing strategy to attract environmentally conscious consumers.

The results of this study are consistent with the research of Franstama Pardamean & Syafrida Hafni Sahir (2023) and Sari et al. (2023), which state that there is a significant positive influence of green marketing strategies on purchasing decisions. Additionally, the findings of Fitaloka & Kusuma (2022) also indicate that there is a significant positive influence of green marketing strategies on purchasing decisions.

The Influence of Green Product Strategy on Purchasing Decisions

The research results indicate a significant positive influence of the green product strategy on the purchasing decisions of Le Minerale gallon water consumers in Lampung. This means that the better the green product strategy implemented by Le Minerale, the higher the likelihood of consumers purchasing their product.

Consumers today are increasingly aware of the importance of environmental preservation. They prefer eco-friendly products produced by companies committed to environmental sustainability. This shift reflects a growing awareness among consumers of the impact of human activities on the environment (Y. R. Putra & Nurlinda, 2023). Now, they consider factors such as carbon footprints, the use of eco-friendly materials, and sustainable production practices when choosing products. Corporate initiatives in environmental preservation are seen not just as added value but as crucial factors influencing consumer purchasing preferences. As a result, companies that clearly and consistently demonstrate a commitment to environmental sustainability tend to receive greater support from consumers.

The green product strategy can enhance consumers' perceptions of the product. Consumers view eco-friendly products as high-quality and beneficial to health (Wiwoho, 2015).

A green product strategy, which includes using eco-friendly materials and sustainable production processes, not only has a positive impact on the environment but also enhances consumer perceptions of the product. Consumers often associate eco-friendly products with higher quality because they believe that companies that care about the environment also tend to care about the quality of their products (Dianti & Paramita, 2021). Additionally, eco-friendly products often use natural or organic materials, which are perceived as healthier for consumers, thus increasing the product's appeal.

Consumers who purchase eco-friendly products feel that they have contributed to environmental preservation. This provides them with a unique sense of satisfaction. When consumers choose eco-friendly products, they feel they have actively supported environmental preservation efforts (Firdaus, 2023). This feeling provides unique satisfaction because they recognize that their purchasing decisions have a positive impact on the environment. This often creates a greater sense of fulfillment than merely buying a product.

Consumer behavior theory (Solomon, M. R., 2019) explains how consumers make purchasing decisions. One of the factors influencing purchasing decisions is consumer values. Consumers who value environmental care are more likely to choose eco-friendly products. In the context of Lampung, where awareness of environmental importance is increasing, a case study on the influence of the green product strategy on the purchasing decisions of Le Minerale gallon water consumers is relevant. Lampung, like many regions in Indonesia, faces complex environmental issues, including air and water pollution. In this context, consumers in Lampung may be increasingly concerned about the environmental impact of the products they purchase.

This research shows that the green product strategy has a significant positive influence on the purchasing decisions of Le Minerale gallon water consumers in Lampung. This indicates that green product is an effective product strategy for attracting environmentally conscious consumers.

The results of this research align with studies by Fitaloka & Kusuma (2022), which found a significant influence of green product strategies on purchasing decisions. Additionally, research by Lathifah et al. (2023) also found a significant influence of green product strategies on purchasing decisions.

The Influence of Green Marketing and Green Product Strategies on Purchasing Decisions

Research results indicate that there is a simultaneous or combined influence of green marketing and green product strategies on the purchasing decisions of Le Minerale gallon water consumers in Lampung. This means that an effective combination of green marketing and green product strategies can increase the likelihood of consumers purchasing Le Minerale products.

These findings show that consumers in Lampung consider both green marketing and green product strategies when making purchasing decisions. Environmentally conscious consumers are more likely to choose eco-friendly products, such as Le Minerale gallon water, which employs effective green marketing and green product strategies.

In the context of Lampung, environmentally aware consumers tend to choose eco-friendly products, such as Le Minerale gallon water, which implements effective green marketing and green product strategies. This indicates that consumers in Lampung consider not only the quality and price of the product but also its environmental impact.

By emphasizing green marketing and green product strategies, Le Minerale has successfully attracted the attention of environmentally conscious consumers in Lampung. This reflects a shift in consumer behavior in the region, where environmental factors are becoming increasingly important in purchasing decisions.

There is a simultaneous influence of green marketing and green product strategies on the purchasing decisions for Le Minerale gallon water in Lampung. This shows that an effective combination of green marketing and green product strategies can enhance the company's sales and market share.

CONCLUSION

The conclusion of this study indicates that there is a significant positive impact of green marketing strategies and green product strategies on consumer purchasing decisions for Le Minerale gallon water products in Lampung. The study emphasizes that consumers are increasingly aware of the importance of environmental preservation and prefer eco-friendly products. This is demonstrated by their preference for products that use environmentally friendly raw materials, sustainable production processes, and recyclable packaging.

Effective green marketing strategies can enhance a company's image in the eyes of consumers, positioning the company as a responsible and environmentally conscious entity. Similarly, green products made with environmentally friendly materials and processes are perceived to be of higher quality and healthier for consumers. This awareness and concern for the environment make consumers feel more satisfied with their purchasing decisions, as they feel they are contributing to environmental preservation.

The study also shows that education about the benefits of eco-friendly products needs to be improved to overcome barriers such as higher prices. Consumers are generally reluctant to pay more for eco-friendly products if they do not understand the additional value offered. Therefore, green marketing strategies should also include educational efforts that explain the long-term benefits of eco-friendly products.

Overall, this study underscores the importance of implementing green marketing and product strategies to attract environmentally conscious consumers and shows that this approach is effective in enhancing consumer purchasing decisions. It also opens opportunities for other companies to adopt similar practices to create sustainable and commercially profitable businesses.

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