ANALYSIS OF GREEN MARKETING MIX ON PURCHASE DECISIONS FOR AQUA LIFE PRODUCTS IN BOGOR CITY

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Abstract

This study aims to analyze the influence of Green Marketing Mix elements (green product, green price, green promotion, green place) on the purchase decision of Aqua Life product in Bogor City. The research uses a quantitative descriptive approach with multiple linier regression analysis. Data was collected through a questionnaire to 100 respondents who had purchased Aqua Life products. The results shows that green products and green promotion had the most dominant influence on purchase decisions, followed by green prices and green places. These findings show that eco-friendly products, effective promotional strategies, competitive pricing, and strategic distribution access are key factors in influencing consumer purchasing decisions. This research provides recommendations to PT. Danone Indonesia to increase consumer awareness through education environmentally friendly products and strengthen product distribution in the market.

Keyword**:** Green Marketing Mix, Purchase Decision, Aqua Life.

Abstrak
Studi ini bertujuan untuk menganalisis pengaruh elemen-elemen Green Marketing Mix (produk hijau, harga hijau, promosi hijau, tempat hijau) terhadap keputusan pembelian produk Aqua Life di Kota Bogor. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan analisis regresi linier berganda. Data dikumpulkan melalui kuesioner kepada 100 responden yang telah membeli produk Aqua Life. Hasilnya menunjukkan bahwa produk hijau dan promosi hijau memiliki pengaruh paling dominan terhadap keputusan pembelian, diikuti oleh harga hijau dan tempat hijau. Temuan ini menunjukkan bahwa produk ramah lingkungan, strategi promosi yang efektif, harga yang kompetitif, dan akses distribusi yang strategis adalah faktor kunci dalam mempengaruhi keputusan pembelian konsumen. Penelitian ini memberikan rekomendasi kepada PT. Danone Indonesia untuk meningkatkan kesadaran konsumen melalui edukasi produk ramah lingkungan dan memperkuat distribusi produk di pasar.

Kata Kunci: Green Marketing Mix, Keputusan Pembelian, Aqua Life.

INTRODUCTION

Plastic waste has become an important topic of conversation lately in the world of waste management. Its low price, easy to find, and easy to use make plastic a part of human life. Almost all food and beverage packaging and goods use plastic. Not to mention plastic for other needs such as household appliances and furniture, children's toys, sports equipment, electronic

and medical equipment, and so on (Wiantari & Sukadana, 2022). One of the plastic waste that is the main contributor comes from bottled drinking water bottles which are made of plastic materials so that they require a large space in the garbage can. Based in on data from the Indonesian Bottled Water Company Association (ASPADIN), bottled water consumption in 2018 was recorded at 29 billion liters nationally and there have been more than 700 bottled water companies with an average annual increase of 10-12%. (Rachmawaty & Hasbi, 2020). In recent years, bottled water consumption has continued to increase quite high. The following is the last 5 years of sales volume data from ASPADIN.

The National Plastic Action Partnership (NPAP) noted that there are around 4.8 million tons per year of plastic waste in Indonesia that is not managed properly such as being burned in open space (48%), not managed properly in landfills (13%) and the rest polluting waterways and oceans (9%). It is predicted that the amount of plastic waste production in Indonesia shows an increasing trend of 5% every year. Data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2023, as input from 217 districts/cities throughout Indonesia, said that the number of national waste heaps reached 25.2 million tons. Of the total national waste production, 66.32% (16.7 million tons) can be managed, while the remaining 33.68% (8.4 million tons) has not been managed properly.

Source: National Waste Management Information System Data

Figure 1. National Waste Generation Data

People are increasingly aware of environmental issues that encourage them to buy and consume healthy and environmentally friendly products in line with the accumulation of waste that has occurred from the past until now, which is currently hitting various countries in the world, including Indonesia or the people who have begun to see various factors in making purchases (Hartini, 2021).

For this reason, it is hoped that the community will contribute to reducing waste by introducing more plastic waste management. So now plastic is being introduced environmentally friendly, degradable plastic, biodegradable plastic, or bio plastic in the middle of society (Fergina & Yanto, 2023). Even though people already have awareness to use environmentally friendly products, consumer behaviour in buying these products still needs to be improved because they see many consumers who are still hesistant to choose products that are considered environmentally friendly (Salam & Sukiman, 2021). This is due to consumers who do not fully

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understand the concept of green marketing. Many get caught up in misleading advertising and labels, making it difficult to determine which products are truly eco-friendly. Aqua Life, as one of the products of PT. Danone – Indonesia, Indonesia's leading bottled water brand, has great potential to reach consumers who care about the environment, but also faces challenges in building trust and awareness in the market.

Bogor City is one of the cities that experiences a significant problem of a plastic waste accumulation. Based on data from the Bogor City Environment Agency, the waste produced by Bogor City per day is around 500 tons of waste per day to the Galuga Landfill or can even reach 650-700 tons of waste per day (Fikri Rahmat, 2025).

Thus, although the awareness of the importance of eco-friendly products is increasing, there are still many challenges that must be faced in the implementation of the green marketing mix. This study aims to analyze how the elements of the green marketing mix affect the purchase decision of Aqua Life products in Bogor City, as well as provide deeper insight into how companies can increase consumer trust and awareness of eco-friendly products. Therefore, the researcher is interested in conducting a study entitled "Analysis of Green Marketing Mix on Purchases Decisions for Aqua Life Products in Bogor City".

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Green Marketing Mix

Green marketing mix is a marketing strategy that manipulates the four elements of the marketing mix, namely product, price, promotion and distribution to sell products and service offered from the advantages of environmental preservation advantages formed from waste reduction increased energy efficiency and reduction in toxic emission emissions. Green marketing refers to the satisfaction of consumer needs, wants, and desires in relation to the maintenance and preservation of the environment (Darul Islam, 2018). Or it can be concluded that the green marketing mix is a marketing activity in meeting consumer needs but does not have a harmful impact on the environment. The green marketing strategy is realized through a green marketing mix which includes green products, green prices, green promotions and green places.

Purchase Decision

A purchase decision is a decision made to satisfy the needs and desires of consumers by evaluating more than one alternative that is influenced by the main reason for making purchases include the way of purchase, products, and situations (LMAM, 2015). Or it can be concluded that a purchase decision is a decision made by consumer to determine one choice from the various options available in purchasing a product.

Previous Research

Several previous studies have shown a positive relationship between the influence of green marketing mix on purchase decisions. For example, a study by Paulus (2025) on a tea drink product found that products that implemented the green marketing mix well experienced a significant increase in purchasing decisions. This suggest that the green marketing mix can influence purchasing decisions.

Conceptual Framework

Green product will be able to make consumers feel more comfortable in consuming products without having to be afraid of polluting the environment because basically green products use materials that are safe and environmentally friendly. In research, it is stated that 78 percent of consumers will switch to packaging with environmentally friendly product even though the price is 5 percent higher than less friendly packaging (Ratnawati & Putrianti, 2015). This shows that there is an influence of green price on purchase decisions which is also strengthened by the results of research from Waskito (2015) which states that green price has a positive effect on the purchase decision of PGM-Fi engine Honda automatic motorcycles for consumers at Yogyakarta State University.

Green promotion is also useful to invite people to live more concerned about the environment.

Green places have a significant influence on consumer purchasing behaviour. The results of study are also supported by research (Mamahit, 2016) which in its research also states that green places have significant influence on consumer purchasing behaviour.
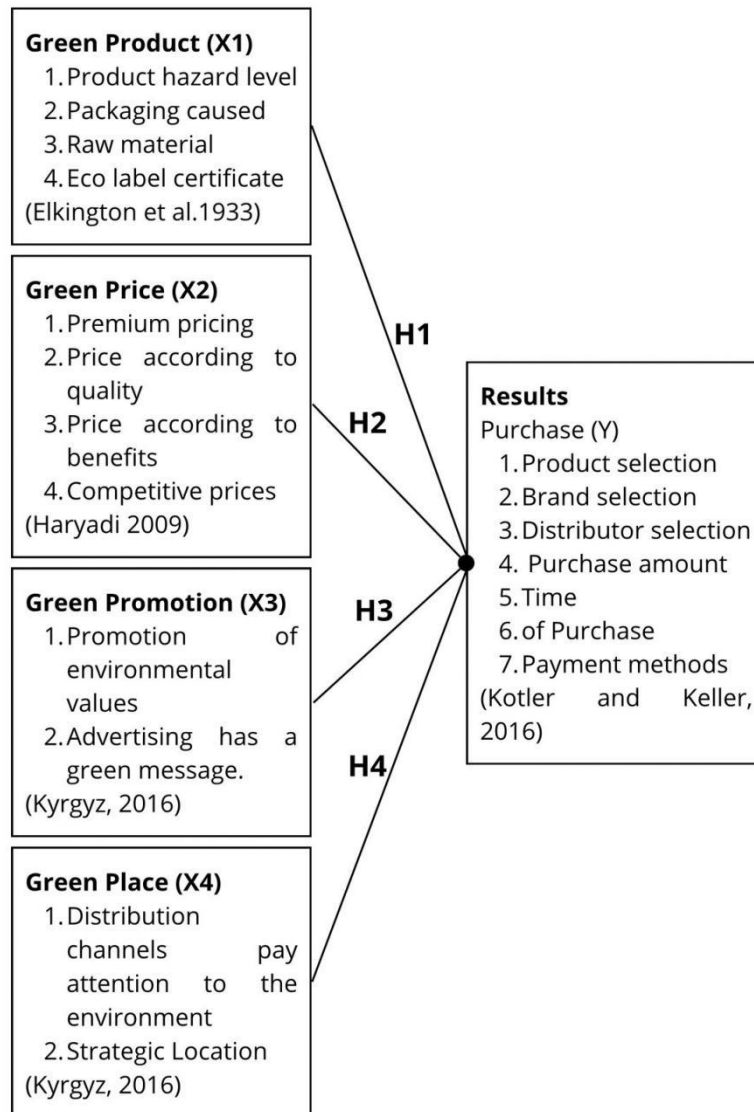
Based on the description above, the hypothesis that can be stated as follows:

H1: Green products have a positive influence on purchasing decisions

H2: Green price has a positive influence on purchasing decisions

H3: Green promotion has a positive influence on purchasing decisions

H4: Green place has a positive influence on purchasing decisions

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Figure 2. Frame of Mind

Research Methods

This study uses a quantitative descriptive method with multiple linier regression analysis. The sample consisted of 100 respondents who were selected using the purposive sampling method. Data were collected through questionnaries and analyzed using validity, realibility, and regression tests with SPSS software.

| Variable	Avarage	Information
Green Marketing Mix	79,01%	Good
Purchase Decision	59,656%	Preety Good

Source: Primary Data Processed, 2024

RESULTS & DISCUSSION

In this study, the researcher used a questionnaire distributed through Google Form to consumers of Aqua Life Products in Bogor City. The purpose of this questionnaire is to obtain data and information about the analysis of the green marketing mix on the purchase decision of Aqua Life products in Bogor City.
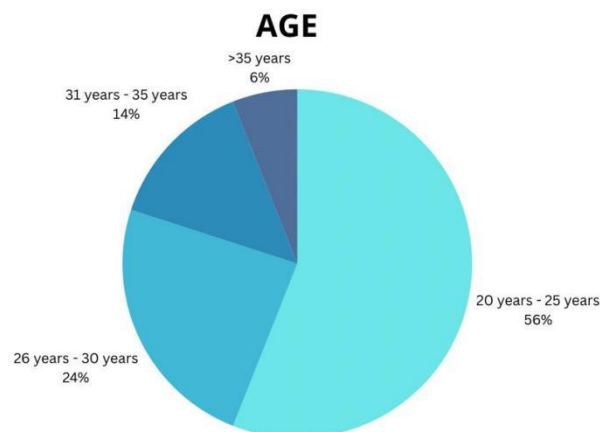
1. Respondent Gender
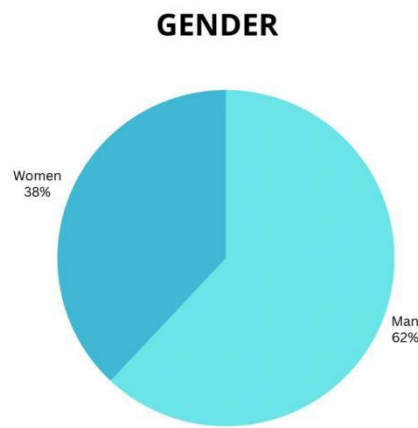
Source: Primary Data Processed, 2025
Figure 3. Respondent Gender

2. Respondent Age

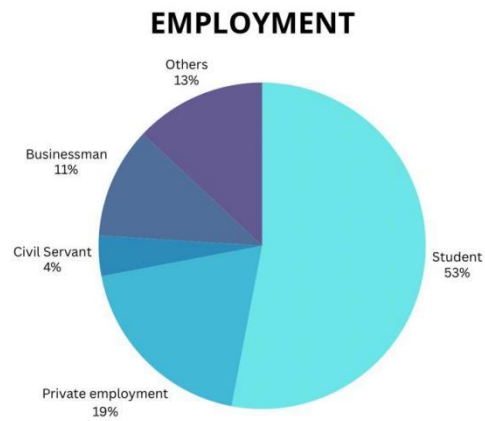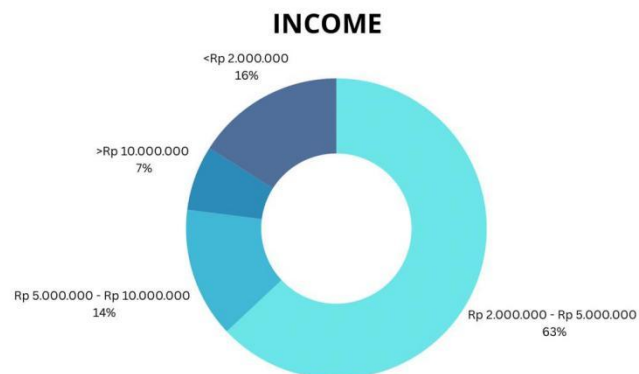Source: Primary Data Processed, 2025

Figure 4. age of Respondent

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3. Employment

Source: Primary Data Processed, 2025
Figure 5. Employment

4. Monthly Income

Source: Primary Data Processed

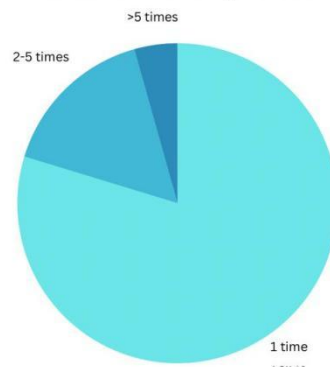**Figure 6. Monthly Income**

5. Frequency of Purchase of Aqua Life Products

Source: Primary Data Processed, 2025

Figure 7. Aqua Life Products Purchase Frequency

Data Analysis

Based on the results of data processing, it can be seen that in the green marketing mix variable from the respondent' answer, an average (mean) of 79.01% was obtained, meaning that many respondents answered yes to the statements from the questionnaire related to the green marketing mix. The lowest score of the green marketing mix variable of 65.40% showed that there were respondents who answered strongly disagree with the statements in the questionnaire related to accountability accounting and the highest score of 86.80% showed that there were respondents who answered strongly with the statements in the questionnaire related to the green marketing mix.

In the purchase decision variable from the respondent's answers, an average (mean) of 59.65% means that many respondents who answered agreed with their position in the questionnaire related to the purchase decision. The lowest score of the purchase decision variable of 49.00% indicates that there are respondents who strongly disagree with the statements in the questionnaire related to the purchase decision and the highest score of 67.20% indicates that there are several respondents who strongly agree with the statements in the questionnaire related to the purchase decision.

Discussion of Research Results:

Analysis of the influence of Green Products on Aqua Life Product Purchase Decisions in Bogor City

 based on the results of the analysis carried out, the green product variable has a regression coefficient value of -0.684, which shows that green products have a negative influence on the purchase decision of Aqua Life Products in Bogor City. This means that any improvement in

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the quality of green products can actually reduce consumer purchasing decisions for the product. The results of the t test showed a value of t-calculated = -7.933, which means t-calculated > t table (-7.933 > -1.984) with a significance level of 0.000 (less than 0.05). this indicates that green products have a partially significant influence on purchasing decisions even though the direction of the influence is negative. The results of this research can be interpreted that green products have a positive and significant impact on purchasing decision. Therefore, PT. Danone Indonesia needs to continue to increase education on the benefits of recycled products and promote eco-friendly certification to strengthen consumer trust in Aqua Life.

Analysis of the influence of Green price on Aqua Life Product Purchase Decisions in Bogor City

Based on the results of the regression analysis carried out, the green price variable has a regression coefficient value of 0.348, which shows that green price has a positive influence on the purchase decision of Aqua Life Products. This means that the more competitive and balanced the price set for Aqua Life products, the more likely consumers are to choose the product. The t-test results in a calculated t-value = 4.068, which is greater than the t table = 1.984 at a significance level of 0.000. with this significance value, it can be concluded that the influence of green prices on purchase decisions is partially significant. The results of this study can be interpreted that green price has a positive and significant impact on purchasing decisions. By understanding the importance of a balance between price and value, companies are expected to continue to optimize pricing strategies to complete in the market while supporting sustainability goals. This is in line with the vision of "One Planet, One Health" carried out by Danone Indonesia to promote healthy products that support environmental sustainability.

Analysis of the Influenced of Green Promotion on Aqua Life Product Purchase Decision in Bogor City

Based on the results of the regression analysis, the green promotion variable showed a regression coefficient value of 1.834. This value indicates that green promotion has a positive effect on the purchase decision of Aqua Life Products in Bogor City. This means that the more effective the promotion will be done by highlighting environmentally friendly values, the greater the consumer's decision to buy Aqua Life Products. The results of the t-test showed a calculated t value – 11.697 with a t table = 1.984 at a significant level of 5%. Since t counts > t table and the significance level is 0.000 (below 0.05), it can be concluded that green promotion has a partial significant influence on purchasing decisions. The results of this research can be interpreted that green promotion has a positive and significant impact on purchasing decisions. With a more targeted promotion strategy, Aqua Life can maximize the potential of green promotion to t=strengthen consumer purchasing decision in Bogor City.

Analysis of the Influenced of Green Place on the Decision to Purchase Aqua Life Products in Bogor City

Based on the results of the regression analysis, the green place variable showed a regression coefficient value of -1.115, which shows that green place has a negative influence on the purchase decision of Aqua Life Products in Bogor City. This means that any improvement in

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the quality of green products can actually reduce consumers' purchasing decisions for the product. The results of the t-test showed a calculated t value = -11.905 with a table t = -1.984 at a significant level of 5%. Since t calculates > t table and the significance level is 0.000 (below 0.05), it can be concluded that green places have a significant effect on purchasing decisions even though the direction of the influence is negative. The results of this study can be interpreted that green place has a positive and significant impact on purchase decisions. With a more inclusive distribution strategy and supporting environmentally friendly principles, Aqua Life can maximize the positive impact of green places in encouraging consumer purchasing decisions in Bogor City.

In addition, the value of the determination coefficient or the value of the adjustment r square is 0.917, which means that the variables green product, green price, green promotion, green place have a simultaneous influence of 91.7% on the purchase decision variable and the remaining 8.3% are influenced by other variables outside this study.

CONCLUSION

Based on the results of the calculation and data analysis that has been carried out in the research it can be concluded as follows:

1. Green Product has a partial and significant influence on the purchase decision of Aqua Life Products in Bogor City. This shows that green products are able to increase purchasing decisions on Aqua Life products in Bogor City. Based on the average table of respondents' response regarding the green product variable, which is 84.95%, the value is on a Likert scale (82-99), so it is said that the green product in Aqua Life Products is in the very good category. The condition illustrates that in general, respondents strongly agree that the importance of green products to the purchase decision of Aqua Life Products in Bogor City.

2. Green Price has a partial and significant influence on the purchase decision of Aqua Life Products in Bogor City. This shows that the quality of the product is friendly environment, such as raw materials, this shows that green prices are able to increase purchasing decision for Aqua Life Products in Bogor City. Based on the average table of respondents' responses to the green price variable, which is 80.50%, the value is on the Likert scale (68-81), so it is said that the green price on Aqua Life products is in the good category. This condition illustrates that in general, respondents agree that the importance of green prices to purchase decisions on Aqua Life products in Bogor City.

3. Green promotion has a partial and significant influence on the decision to purchase Aqua Life Products in Bogor City. This shows that the quality of products that are environmentally friendly, such as raw materials, thus shows that green promotion is able to increase purchasing decisions on Aqua Life Products in Bogor City. Based on the average table of respondents' responses regarding the green promotion variable, which is 83.80%, the value is on Likert scale (82-99), so it is said that green promotion on Aqua Life Products is in the very good category. This condition illustrates that in general, respondents strongly agree that the importance of green promotion is important to the purchase decision of Aqua Life Products in Bogor City.

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4. Green Place has a partial and significant influence on the purchase decision of Aqua Life products in Bogor City. This shows that the quality of products is environmentally friendly, such as raw materials, this shows that green places are able to increase purchasing decisions for Aqua Life Products in Bogor City. Based on the average table of respondents' responses to the green place variable, which is 66.80% the value is on Likert scale (52-68), so it is said that the green place in Aqua life products is in the category of quite good. This condition illustrates in general that neutral respondents are aware of the importance of green place in purchasing decision for Aqua Life Products in Bogor City.

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