

## The Influence of Product Quality, Green Advertising and Environment Awareness on the Purchase Decision of Aqua Brand Packaged Drinking Water Products

Dewiana Nur Hidayati<sup>1\*</sup>, Titik Desi Harsoyo<sup>2</sup>

Universitas Mercu Buana Yogyakarta, Indonesia

**Corresponding Author:** Dewiana Nur Hidayati [nurdewiana17@gmail.com](mailto:nurdewiana17@gmail.com)

---

### ARTICLE INFO

*Keywords:* Product Quality, Green Advertising, Environment Awareness, Purchasing Decisions

*Received :* 16, December

*Revised :* 30, December

*Accepted:* 27, January

©2025 Hidayati, Harsoyo: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study examines the influence of product quality, green advertising and environment awareness on purchasing decisions for Aqua brand bottled drinking water. The sample consisted of 100 consumer respondents who had purchased Aqua products. Data were collected through a survey using a questionnaire. The research indicate that: Product quality has a positive and signifikan influence on consumer purchasing decision for Aqua products, Green Advertising and Environmental Awareness does not have a signifikan influence on consumer purchasing decisions for Aqua products.

---

## INTRODUCTION

One of the major problems in Indonesia today is the high amount of plastic waste, which takes a long time to decompose. The accumulation of plastic waste that is difficult to decompose has a negative impact on the environment (Yulfita and Sulastri, 2022). Mineral water packaging is one of the plastic waste that is difficult to decompose. This is indicated by the large amount of plastic waste, in the latest data, plastic waste from bottled drinking water products contributed 226 thousand tons or 7.06% (Indonesia.go.id., 2024).

With the current environmental issues, consumer tend to be more selective in choosing products, so companies are expected to be able to respond to changes in consumer behavior to influence purchasing decisions. If companies carry out activities that focus on the environment, consumers will be more likely to give positive assessments of products and increase their desire to buy.

Purchasing decisions are the process consumers go through in deciding to buy a product after going through various considerations (Willyana et al., 2023). Purchasing decisions occur because of the integration process combined with the information received to evaluate the product (Masturoh, 2017). Product quality is defined as something that is offered by the market, and can be used and consumed to meet consumer needs (Handayani, 2023). In order to compete, products must have good quality compared to other products, because consumers will be attracted to products made using high-quality materials. Green advertising is a role in improving the company's image, because green advertising aims at environmental awareness and to create purchasing decisions (Yulfita and Sulastri, 2022). Green advertising is a marketing strategy to promote and meet consumer demand for products and choose environmentally friendly products over other similar products (Maharani et al., 2023). Environment awareness refers to consumers' attention to the care and importance of preserving the environment around them (Lestari and Setiyaningrum, 2023).

## LITERATURE REVIEW

### *Product Quality*

Product quality refers to several alternative choices for making decisions. Purchasing decisions can determine how the decision-making process is (Selvia et al., 2022). Product quality indicators according to Asti et al., (2022) include Features, Compliance with specifications, Durability, Aesthetics and Perceived quality. Research conducted by Budiharjo and Riyono (2016) and Handayani et al., (2023) revealed that product quality has a significant influence on purchasing decisions.

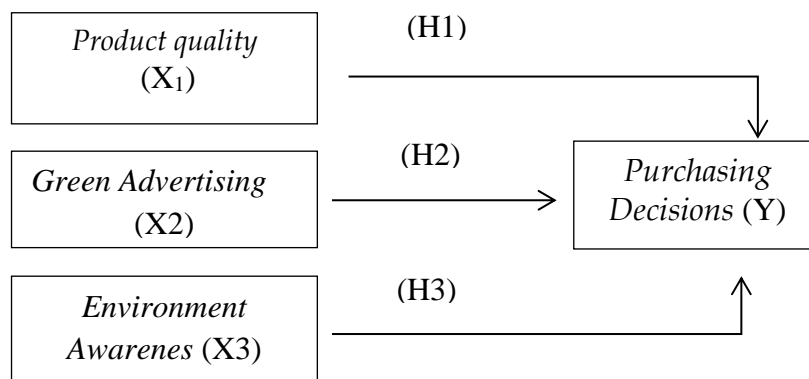
### *Green Advertising*

Green advertising is a marketing strategy that connects advertising with environmental issues, so that it can differentiate it from other products (Mauliza, 2020). Green advertising must be done properly, by implementing campaigns related to environmental issues so that companies can attract consumers' attention (Khoiruman & Purba, 2020). Green advertisements are

expected to leave a deep and lasting impression in the minds of consumers, thereby influencing their interest in the product and encouraging decisions to make purchases (Lestari et al., 2020). Green Advertising indicators according to (Herman et al., 2021) include Reminders of environmentally friendly issues, Clearly conveyed messages about environmentally friendly products, Creativity in environmentally friendly product designs, and Attractiveness of environmentally friendly slogans. This statement is the same as research conducted by Muqorrobin et al., (2019) and Masturoh et al., (2017) which states that green advertisers have a significant influence on purchasing decisions.

***Environment Awareness***

Environmental awareness is a concept to encourage someone to take positive action towards the environment (Maichum & Parichatnon, 2017). This shows that with increasing public awareness, more and more people will choose environmentally friendly products. The decision to buy environmentally friendly products is motivated by public awareness of developing environmental problems (Lestari and Setiyaningrum, 2023). This can change people's lifestyles and can influence purchasing decisions for environmentally friendly products (Liu et al., 2019). Environmental Awareness indicators according to (Pramadhani & Nugroho, 2024) include Information/Knowledge, Personal Attitude and General Belief/Values. This statement is the same as research conducted by Ashari et al., (2018) and Lestari and Setiyaningrum, (2023), which states that environment awareness has a significant influence on purchasing decisions.



**METHODOLOGY**

This study uses a quantitative approach by utilizing primary and secondary data source. The population in this study consists of consumers who have purchased mineral water with the Aqua brand. The sample taken consisted of 100 respondents who were consumers who had purchased Aqua products.

**RESEARCH RESULT**

Based on data from 100 respondents. The consumers who buy the most Aqua products based on gender are women at 68%. Based on age, the majority

of consumers who buy Aqua products are aged 17-24 years reaching 72%. Based on type of work, the largest buyers are private employees at 43%. Meanwhile, in terms of income, the consumers who buy the most Aqua products are IDR 1,500,000.00 - IDR 3,000,000.00 reaching 41%. The significance for each item is 0.000, meaning  $<0.05$  (5%). Therefore, it is concluded that the questions in the questionnaire are valid.

Product Quality (X1) has a Cronbach's Alpha value of 0.857, Green Advertising (X2) of 0.852, Environmental Awareness (X3) of 0.736, and Purchase Decision (Y) of 0.920. Based on these results, all variables have a Cronbach's Alpha value  $> 0.60$  so that each statement in the questionnaire is declared reliable to measure all variables in the study.

Table 1 Result of Asymptotic Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.21390347
Most Extreme Differences	Absolute	.128
	Positiv	.088
	Negativ	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

It is concluded that the Asymp. Sig. (2-tailed) value is 0.000 which means less than 0.05. Indicates that the data is not normally distributed. So to overcome this, it is necessary to use the exact asymp sig (2-tailed) method.

Table 2 Results of Exact Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.21390347
Most Extreme Differences	Absolute	.128
	Positiv	.088
	Negativ	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>
Exact Sig. (2-tailed)		.068
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

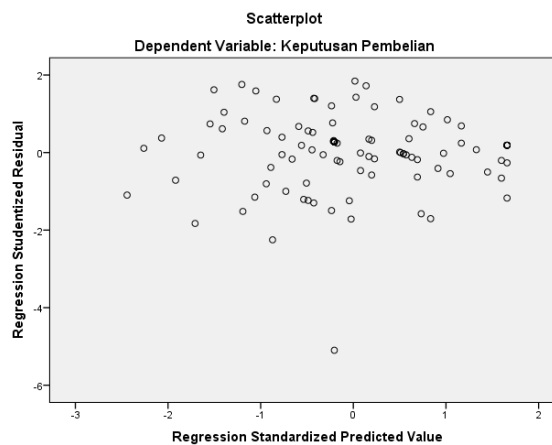
After using the Eixact Sig method, the result obtained was 0.068 which means  $> 0.05$ . This shows that the data in this study is normally distributed.

Table 3 Multicollinearity Test Results

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-1.396	2.013		-.694	.490		
	Product quality	.636	.098	.587	6.505	.000	.629	1.589
	Green Advertising	.203	.111	.165	1.829	.070	.627	1.594
	Environment Awareness	.068	.153	.036	.446	.657	.766	1.306

a. Dependent Variable: *Purchasing Decisions*

Product Quality gets a tolerance value of 0.629, VIF value of 1.589, Environmentally Friendly Advertising gets tolerance value of 0.627, VIF value 1.594, and Environmental Awareness gets tolerance value of 0.766, VIF value 1.306. It is concluded that the variable in this study have a tolerance value > 0.10 and a VIF value < 10, so there is no multicollinearity.



It is concluded that the points are randomly spread above and below the number 0 on the Y axis without forming a particular pattern. So the results indicate that there is no heteroscedasticity problem.

The multiple linear regression equation in this study is as follows: Constanta ( $\beta_0$ ) of -1.396 indicates that if the variables Product Quality, Green Advertising, and Environmental Awareness = 0, then the Purchase Interest variable remains at -1.396. The regression coefficient of Product Quality is 0.587 with a positive sign, meaning that if Product Quality increase by 1, Purchase Interest will increase by 0.587. The regression coefficient of Green Advertising is 0.165 with a positive sign, meaning that every increase in Green Advertising by 1 will increase Purchase Interest by 0.165. While the regression coefficient of Environmental Awareness (X3) is 0.036 with a positive sign, meaning that if Environmental Awareness increase by 1, Purchase Interest will increase by 0.036.

Table 4 t-Test Results

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.396	2.013		-.694	.490
	Product quality	.636	.098	.587	6.505	.000
	Green Advertising	.203	.111	.165	1.829	.070
	Environment Awareness	.068	.153	.036	.446	.657

a. Dependent Variable: *Purchasing Decisions*

1. Product Quality (X1) shows a significance value of 0.000, <0.05. Thus, Ho1 is rejected and Ha1 is accepted, which concludes that Product Quality (X1) has a positive and significant effect on purchasing decisions for Aqua product.
2. The Green Advertising (X2) has a significance value of 0.070, > 0.05. Therefore, Ho2 is accepted and Ha2 is rejected, meaning that the Green Advertising variable (X2) does not have a significant effect on the purchase decision of Aqua product.
3. Environmental Awareness (X3) shows a significance value of 0.657, > 0.05. Thus, Ho3 is accepted and Ha3 is rejected, meaning that the Environmental Awareness variable (X3) does not have a significant effect on the decision to purchase Aqua products.

The result of the determination coefficient test show that the Adjusted R Square value is 0.493. This indicates that the variable Product Quality, Green Advertising, and Environmental Awareness contribute 49.3% in influencing Purchasing Decisions. Meanwhile, 50.7% is influenced by other factors not examined in this study.

## DISCUSSION

### *The Influence of Product Quality on Purchasing Decisions*

The result of the H1 test, it was found that product quality has a positive and significant effect on purchasing decisions, so H1 is accepted. These results indicate that product quality is an important factor in purchasing decisions. Product quality has a major influence on the consumer decision-making process, where increasing or decreasing the quality of Aqua products can affect their purchasing decisions. This finding is in accordance with previous research conducted by Budiharjo & Riyono (2016) and Oktaviani et al. (2021) which stated that product quality has a significant effect on purchasing decisions. However, these results contradict the research of Aini and Andjarwati (2020) which concluded that product quality does not have a significant effect on purchasing decisions.

### *The Influence of Green Advertising on Purchasing Decisions*

The result of the H2 test, it is known that green advertising doesn't have a significant influence on purchasing decision, so H2 is rejected. This shows that

green advertising is not a factor in purchasing decisions. Green advertising aims to convey that the promoted product is safe for health and the environment. However, consumers' lack of understanding of Aqua's green advertising activities results in minimal knowledge about this product as an environmentally friendly product. These results are the same as research conducted by Azalia and Anisa (2021), stated that green advertising does not have a significant effect on purchasing decision. However, these results contradict the research of Muqorrobin et al. (2019) and Willyana et al. (2023), which stated that green advertising has a significant influence on purchasing decisions.

### ***The Influence of Environmental Awareness on Purchasing Decisions***

The results of the H3 test found that environmental awareness doesn't have a significant influence on purchasing decisions so H3 is rejected. These results indicate that environmental awareness is not the main factor that influences consumer in making purchasing decisions. Although consumers are aware of the importance of environmental sustainability and environmental issues, this aspect is not a major consideration in their decision to purchase Aqua products. This result is the same as the research of Puspitasari et al. (2021) which concluded that environmental awareness does not have a significant effect on purchasing decisions. However, there are differences with the research of Lestari and Setyaningrum (2023) and Ashari et al. (2018) which stated that environmental awareness has a significant effect on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study aims to analyze the influence of product quality, green advertising, and environment awareness on purchasing decision for Aqua product. Based on the results the analysis, the following conclusions were obtained: This study shows that product quality has a positive and significant influence on purchasing decision, which indicates that product quality influences consumers in making decision to purchase Aqua products. Furthermore, green advertising is proven to have no significant influence on purchasing decision, which means that this factor does not influence consumers in purchasing Aqua products. Likewise, environment awareness also has no significant influence on purchasing decision, which indicates that environmental awareness is not a factor that influence consumer purchasing decision for Aqua products.

## **ADVANCED RESEARCH**

This study has limitations in the number of samples involving only 100 respondent, so the results cannot be generalized to describe consumer assessments as a whole. The analysis of the coefficient of determination, it's known that the independent variables (product quality, green advertising, and environment awareness) only affect the dependent variable (purchase decisions) by 49.3%. Meanwhile, 50.7% was influenced by other factors not discussed in this study.

## ACKNOWLEDGMENT

The author realizes that this article still has many shortcomings due to the limitations of the author's knowledge and abilities. The author hopes that this article can be improved with constructive criticism and suggestions.

## REFERENCES

- Aini, E. N., & Andjarwati, A. L. (2020). Pengaruh Gaya Hidup Konsumtif dan Kualitas Produk Terhadap Keputusan Pembelian. *BISNIS : Jurnal Bisnis dan Manajemen Islam*, 8(1), 17. <https://doi.org/10.21043/bisnis.v8i1.6712>
- Akib, M. (2014). *Hukum Lingkungan Perspektif Global dan Nasional*. Jakarta: PT Raja Grafindo Persada.
- Ashari, F., Qomariah, N., & Reskiputri, T. D. (2018). Analisis Kesadaran Lingkungan, Harga Dan Green Advertising Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Ades Di Jember. *Jurnal Fakultas Ekonomi Universitas Muhammadiyah Jember*.
- Asti, D. W., Hasbiah, S., & Wardhana Haeruddin, Muh. I. (2022). The Influence of Price and Product Quality on Product Purchasing Decisions at Pt Intan Pariwara. *Journal of Scientific Research, Education, and Technology (JSRET)*, 1(2), 238–258. <https://doi.org/10.58526/jsret.v1i2.32>
- Azalia, A., & Anisa, F. (2021). Pengaruh Green Product, Green Advertising, dan Green Price Terhadap Keputusan Pembelian Produk Tupperware (Studi Kasus Pada Konsumen Produk Tupperware di Magelang). *Borobudur Management Review*, 1(2), 126–140.
- Budiharjo, G., E., & Riyono. (2016). Pengaruh Kualitas Produk, Harga, Promosi Dan Brand Image Terhadap Keputusan Pembelian Produk Aqua di Kota Pati. *Jurnal STIE Semarang*, Vol 8, No 2, Juni 2016.
- Handayani, S. (2023). The Influence of Product Quality and Price Perception on Purchase Decision: Satisfaction as A Moderation. *UPI YPTK Journal of Business and Economics*, 8(1), 17–25. <https://doi.org/10.35134/jbe.v8i1.233>
- Herman, L. E., Udayana, I. B.N., & Farida, N. (2021). Young Generation and environmental friendly awareness: Does it the impact of green advertising? *Business: Theory and practice*, 22(1), 159-166. <https://doi.org/10.3846/btp.2021.12417>
- Indonesia.go.id – Masalah Kita adalah Sampah*. (n.d.). Retrieved May 21, 2024, from <https://www.indonesia.go.id/kategori/editorial/7714/masalah-kita-adalah-sampah?lang=1>



- Khoiruman, M., & Purba, S. D. A. (2020). Pengaruh Green Product, Green Price, Dan Green Advertising Terhadap Keputusan Pembelian Produk Essential Oil Di Rumah Atsiri Indonesia. *Journal of Business And Management*. Vol 7, No 1 (2020); p.46-54; <https://e-journal.stie-aub.ac.id/index.php/kelola>
- Kotler, Philip dan Amstrong, Gary, 2016, Prinsip-prinsip Pemasaran, Erlangga, Jakarta.
- Lestari, D. S., & Setyaningrum, I. F. (2023). Preferensi Pembelian Green Product: Eksplorasi Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Produk Tisu Tessa. *Journal of Economics and Business Research (JUEBIR)*, 2(2), 176–185. <https://doi.org/10.22515/juebir.v2i2.8183>.
- Lestari, E. R., Putri, H. K., Anindita, C., & Laksmiari, M. B. (2020). Pengaruh Green Product (Minuman Ramah Lingkungan), Green Advertising, dan Kepedulian Lingkungan Terhadap Green Trust dan Implikasi Terhadap Minat Beli. *Jurnal Teknologi Pertanian*, 21(1).
- Maharani, T. A., Shalahuddin, A., Listiana, E., & Fauzan, R. (2023). *How does green attitude, green advertising, and environmental awareness impact on green purchase intention*. *Journal of Management* ISSN 2087-6327 | 2721-7787. Vol.13, No. 5, December 2023.
- Maichum, K., & Parichatnon, S. (2017). *Factors Affecting on Purchase Intention Towards Green Products: A Case Study Of Young Consumers In Thailand*. *International Journal Of Social Science And Humanity*, 8(10), 1–20. <https://doi.org/10.3390/Su8101077>.
- Masturoh, L. M. (2017). *Pengaruh Green Product, Green Advertising, Dan Green Brand Terhadap Keputusan Pembelian Konsumen Pada Produk Green Bag Di Carrefour Kota Malang*. *Jurnal Ilmiah Mahasiswa FEB*. Vol. 5(1).
- Mauliza, P. (2020). Pengaruh Green Product, Green Advertising Dan Green Brand Terhadap Keputusan Pembelian Konsumen Produk Tupperware Di Smpn Beureunuen. *Jurnal Ilmiah Simantek* ISSN. 2550-0414, Vol. 4 No. 3.
- Muqorrobin, M., Alfianto, E., A, & Sulhan, M., (2019). Pengaruh Green Product dan Green Advertising Terhadap Citra Merek dan Keputusan Pembelian Air Minum Dalam Kemasan Merek AQUA. *SKETSA BISNIS*, 4(2), 61–75. <https://doi.org/10.35891/jsb.v4i2.1597>
- Oktaviani, D., Haidar, K., & Ellyawati, N. (2021). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Green Produk Cosmetic Sariayu Martha Tilaar Pada Mahasiswi Program Studi Pendidikan Ekonomi FKIP

Universitas Mulawarman Samarinda. *Educational Studies: Conference Series*, 1(2). <https://doi.org/10.30872/escs.v1i2.916>

- Pramadhani, D., & Nugroho, R., H. (2024). Pengaruh Green Marketing, Lifestyle, dan Environmental Awareness terhadap Brand Loyalty: Studi pada Pengguna Produk The Body Shop di Surabaya. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(4), 3126–3138.
- Puspitasari, C. A., Yulianti, L. N., & Afendi, F. (2021). Pengaruh Green Marketing, Kesadaran Lingkungan Dan Kesehatan Terhadap Keputusan Pembelian Produk Pangan Organik Melalui Sikap. *Jurnal Aplikasi Bisnis dan Manajemen*. Vol. 7 No. 3, September 2021.
- Selvia, M., Tumbel, A. L., & Djemly, W. (2022). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening Pada Mahasiswi Fakultas Ekonomi Dan Bisnis. *Jurnal EMBA* Vol. 10 No. 4 Oktober 2022, Hal. 320-330.
- Willyana, M., Wijaya, E., & Junaedi, A. T. (2023). Impact Of Green Marketing And Environmental Awareness On Purchase Decision Of Aqua Mineral Water. *Jurnal Bisnis Terapan*, Vol 3 No.1.
- Yulfita, A., & Sulastri. (2022). Dampak Green Product Dan Green Advertising Terhadap Keputusan Pembelian Air Mineral Merek Aqua: The Impact Of Green Product And Green Advertising On The Purchasing Decision Of Aqua Brand Mineral Water. *Hirarki : Jurnal Ilmiah Manajemen dan Bisnis*, 4(1), 599–609. <https://doi.org/10.30606/hirarki.v4i1.1478>