

Eco-Label, Eco-Brand, and Environmental Advertisement: Which Factor Has the Greatest Influence on the Purchasing Decision of Bottled Water in Bandar Lampung?

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Abstract

The increasing consumer awareness of environmentally friendly products influences purchasing decisions. This study aims to determine the effect of eco-labels, eco-brands, and environmental advertisements on the purchasing decisions of the green product Ades bottled drinking water in Bandar Lampung. This research employs a quantitative approach, analyzed using SPSS with 100 respondents. The sampling technique used is non-probability sampling with an accidental sampling method. The results of this study indicate that, partially, the eco-label and eco-brand variables have a positive and significant influence on the purchasing decision of Ades bottled drinking water in Bandar Lampung, while the environmental advertisement variable does not have a significant impact. However, the eco-label, eco-brand, and environmental advertisement variables collectively have a simultaneous influence on the purchasing decision of Ades bottled drinking water in Bandar Lampung. Therefore, it is recommended that Ades bottled drinking water companies optimize their communication strategies by making them more innovative and aligned with their target market..

Keywords: Eco-Label, Eco-Brand, Environmental Advertisement, Consumer Purchase Decision

INTRODUCTION

Environmental issues have been a major global concern for decades, with pollution and climate change posing significant challenges. The issue of plastic waste, especially

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from bottled drinking water, has become a critical concern. According to the Central Bureau of Statistics (BPS), Indonesia produces approximately 64 million tons of waste per year, with 3.2 million tons attributed to plastic waste. Among this, branded bottled drinking water contributes 226,000 tons, significantly impacting environmental sustainability (Jakpat, 2022).

Plastic bottle waste poses long-term environmental risks as it takes hundreds of years to decompose. Additionally, plastic degradation releases harmful chemicals such as Bisphenol A (BPA) and phthalates, which can contaminate soil and water, potentially entering the food chain and affecting human health (Gonzalez, 2021). The Indonesian government has attempted to mitigate plastic waste issues through various regulations, yet consumer awareness and industry participation remain key in addressing sustainability challenges.

As consumer environmental awareness increases, purchasing behaviors are shifting towards more sustainable products. Companies are responding by adopting green marketing strategies, such as eco-labels, eco-brands, and environmental advertisements, to appeal to environmentally conscious consumers (Pathak & Yadav, 2017). Green marketing integrates ecological concerns into product promotion, production, and consumption processes, helping businesses align with consumer preferences while reducing environmental harm. Ades, a bottled drinking water brand owned by The Coca-Cola Company, has incorporated green marketing by reducing plastic usage in its packaging and promoting eco-friendly initiatives. Despite these efforts, Ades faces stiff competition from market leaders such as Aqua and Le Minerale. According to Top Brand Index data, Ades' market penetration remains lower than its competitors, indicating potential challenges in consumer acceptance of its sustainability-driven marketing efforts.

This study focuses on Bandar Lampung as the research location due to its status as a growing economic hub in Sumatra. The city's rising urbanization rate influences consumer behavior and market trends, making it an ideal setting to analyze green marketing's effectiveness in influencing purchase decisions. Moreover, Bandar Lampung's increasing consumer awareness of environmental issues provides a relevant context for assessing the impact of sustainability-driven marketing strategies.

The selection of eco-label, eco-brand, and environmental advertisement as key variables is based on their significant role in green marketing (Rahyuda, 2018). Eco-labels serve as certifications that assure consumers of a product's environmental compliance. Eco-brands establish a company's commitment to sustainability, influencing consumer



perceptions and loyalty. Environmental advertisements communicate sustainability messages, aiming to shape consumer attitudes and behaviors towards eco-friendly products (Crane, 2005).

Given the research gap in the effectiveness of these green marketing tools, this study seeks to determine their impact on consumer purchase decisions, particularly in the case of Ades bottled drinking water. Understanding these factors is crucial for businesses aiming to enhance consumer engagement and build sustainable brand equity.

H_{a1}: Eco-label has a partial influence on the purchase decision of Ades bottled drinking water in Bandar Lampung

H_{a2}: Eco-brand has a partial influence on the purchase decision of Ades bottled drinking water in Bandar Lampung

H_{a3}: Environmental advertisement has a partial influence on the purchase decision of Ades bottled drinking water in Bandar Lampung

H_{a4}: Eco-label, eco-brand, and environmental advertisement have a simultaneous influence on the purchase decision of Ades bottled drinking water in Bandar Lampung.

LITERATUR REVIEW

Green Marketing and Consumer Behavior

Green marketing is a strategic approach that integrates environmental sustainability into business practices, emphasizing eco-friendly production, packaging, and promotions (Kotler & Keller, 2009). This approach has gained traction due to growing consumer awareness of environmental issues. Studies have shown that consumers are more likely to purchase products from brands perceived as environmentally responsible (Rahmawati, 2021). However, the effectiveness of green marketing strategies depends on multiple factors, including transparency, credibility, and consumer perception of eco-friendly attributes (Chen, 2010).

Eco-Label

Eco-labels are environmental certifications that indicate a product's compliance with sustainability standards. These labels help consumers identify environmentally friendly products and make informed purchasing decisions (Raharjo, 2021). Research by Dewi (2021) highlights that consumers trust eco-labels when they are issued by credible organizations. However, the effectiveness of eco-labels in influencing purchasing



decisions depends on consumer awareness and understanding of the label's significance (Wahyudi, 2019).

Eco-Brand

Eco-branding refers to a company's efforts to establish a brand identity associated with sustainability. Companies with strong eco-brands can differentiate themselves in competitive markets and attract environmentally conscious consumers (Chatterjee, 2009). Studies suggest that consumers perceive eco-brands as more reliable and ethical, leading to increased brand loyalty and positive word-of-mouth marketing (Pham, 2021). However, challenges such as greenwashing—where brands falsely claim environmental responsibility—can undermine consumer trust (Wong, 2014).

Environmental Advertisement

Environmental advertisements communicate a brand's commitment to sustainability and promote eco-friendly products. These advertisements aim to educate consumers on environmental issues and encourage sustainable consumption behavior (Morrow, 2020). While some studies suggest that green advertising effectively shapes consumer attitudes, others argue that its impact is limited unless supported by tangible sustainability efforts (Sekarlangit, 2023).

METHOD

This study employs explanatory research using a quantitative approach to examine the relationship between the independent variables eco-label (X_1), eco-brand (X_2) and environmental advertisement (X_3) dan the dependent variable consumer purchase decision (Y).

The population of this study consist of consumers of Ades bottled drinking water in Bandar Lampung. The sample size consist of 100 respondents, determined using Cochran's formula with a 5% margin of error. The sampling technique used was non-probability sampling with accidental sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities for every member of the population to be selected as a sample (Sugiyono, 2019). Meanwhile, Accidental Sampling is a sampling technique based on chance encounters, where anyone who happens to meet the researcher can be used as a sample, provided they are deemed suitable and meet the criteria as respondents or data sources. The criteria for this study include: 1. Must be at least 17 years old. 2. Must have purchased Adea bottled drinking water at

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least least once. 3. Must reside in Bandar Lampung 4. Must have seen an advertisement for Adea bottled drinking water.

The purchase decision variable in this study follows Kotler and Keller (2018), consisting of product selection, brand selection, distributor choice, purchase timing, purchase quantity, and payment method. The eco-label variable is based on Rahyuda (2018) and Riyanto (2018), with indicators including awareness of label importance, label recognition, trust in label information, and awareness of government support for eco-labels. The eco-brand variable follows Rahyuda (2018) and Bougherara & Combris (2016), with indicators covering brand strength, reliability, attractiveness, eco-friendly organizational identity, functional environmental benefits, and eco-symbolism. The environmental advertisement variable, based on Rahyuda (2018), includes appropriate media selection, image-building, and advertisement as an information source.

Data collection is conducted using a questionnaire distributed via Google Forms. The variables are measured using a reverse Likerts scale where statements in the questionnaire are framed negatively, and responses are rated on scale from 1 (strongly disagree) to 5 (strongly agree).

The data analysis process begins with validity and reliability testing, followed by descriptive analysis. Next, classical assumption tests are conducted, including normality, multicollinearity, and heteroscedasticity tests. Subsequently, multiple linear regression analysis is performed, along with hypothesis testing using partial (t-test) and simultaneous (F-test). Finally the coefficient of Determination (R^2) is calculated to determine the extent to which the independent variables explain the dependent variable.

RESULT

Descriptive Analysis

The majority of respondents are female, accounting for 54%, with the largest age group being 21-25 years old at 39%. The most common occupation among respondents is students or college students, making up 35%. In terms of income, the highest percentage (31%) falls into the category of earning more than 3,000,000 rupiah. Regarding the platform where consumers saw Ade's advertisements, 70% saw them on television. Additionally, 44% of consumers purchased Ade's due to its environmentally friendly nature.

The assessment technique is carried out using a Likert scale with a scoring method ranging from a minimum value of 1 to a maximum value of 5 for each response. Table 1



presents the interpretation of respondents' responses, which is used in this study to determine the perception index of respondents toward the variables analyzed.

Table 1. Criteria for Research Variable Scores

No	Interval Nilai	Keterangan Jawaban
1	$4,2 < mean < 5$	Strongly agree
2	$3,4 < mean < 4,2$	Agree
3	$2,6 < mean < 3,4$	Neutral
4	$1,8 < mean < 2,6$	Disagree
5	$1,0 < mean < 1,8$	Strongly Disagree

Source: Processed Data, 2025

The average eco-label score is 4.16, indicating that most Ades bottled water consumers in Bandar Lampung pay attention to eco-friendly labels. The highest score (4.30) is for the statement "labels are important in attracting attention," reinforcing the appeal of eco-labels to consumers. The lowest score (4.15) relates to trust in label information, showing slight consumer skepticism, although overall trust in eco-labels remains high.

The average eco-brand score is 4.11, indicating that most Ades bottled water consumers in Bandar Lampung agree with statements related to eco-branding. The highest score (4.21) is for the statement "the brand has an attractive brand image," highlighting that a strong brand image plays a crucial role in attracting consumer interest and trust (Novitasari & Putra, 2023). The lowest score (4.03) is for "the brand implements environmentally friendly practices in its operations," possibly due to a lack of information or communication from the brand. Some consumers are also skeptical of environmental claims, perceiving them as a marketing strategy or greenwashing.

The average environmental advertisement score is 4.01, indicating that most Ades bottled water consumers in Bandar Lampung agree with statements related to eco-friendly advertising. The highest score (4.21) is for the indicator "advertisements provide educational information about the environment," suggesting that consumers find Ades advertisements relevant and useful. However, this contrasts with perceptions of the brand's environmental practices, as consumers still question Ades' commitment to sustainability. The lowest score (3.50) is for the indicator "advertisements are easily found on digital media," indicating that consumers feel Ades advertisements are not sufficiently



present on digital platforms. This aligns with Ades' 2023 annual report, which prioritizes product quality over communicating environmental practices in advertisements.

The overall average of purchasing decision indicators is 4.08, indicating that consumers agree that eco-labels, eco-brands, and environmental advertisements influence their decision to purchase Ades. The highest average score is found in the payment method aspect, where the availability of various options such as cash, bank transfers, and digital wallets facilitates the purchasing process. This aligns with the study by Setiawan & Utami (2022), which states that diverse payment methods enhance purchase intention and reduce the likelihood of order cancellations. Conversely, the lowest score (3.71) is observed in the preference for environmentally friendly brands, suggesting that some consumers choose brands based on personal preference rather than environmental considerations.

Multiple Linear Regression Analysis

Based on the results of the multiple linear regression analysis presented in the table, the regression equation is formulated as follows:

$$Y = 8.103 + 0.148 X_1 + 0.217 X_2 + 0.158 X_3 + e$$

Table 2. Multiple Linear Regression Analysis Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.103	1.653		4.901	.000		
X1	.148	.063	.239	.330	.022	.454	2.202
X2	.217	.072	.374	.005	.003	.307	3.258
X3	.158	.090	.198	.761	.082	.377	2.651

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the results of the multiple linear analysis shown in Table 1, the constant value is 8.103, the eco-label variable has a value of 0.148, the eco-brand variable has a value of 0.217, and the environmental advertisement variable has a value of 0.158.

Based on the regression equation, the constant value of 8.103 indicates that if eco-label, eco-brand, and environmental advertisement are zero, the purchase decision

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remains at 8.103 units. Eco-label (X_1) has a positive influence on the purchase decision with a coefficient of 0.148, meaning that a 1-unit increase in the purchase decision raises the eco-label by 0.148 units. Eco-brand (X_2) has a coefficient of 0.217, indicating that a 1-unit increase in eco-brand raises the purchase decision by 0.217 units. Environmental advertisement (X_3) has a positive effect with a coefficient of 0.158, meaning that a 1-unit increase in environmental advertisement raises the purchase decision by 0.158 units.

Normality Test

The analysis is conducted by observing the pattern in the histogram and examining the graph where the scatter points are distributed around the diagonal line. If the points follow the direction of the line, the regression model is considered to meet the normality assumption.

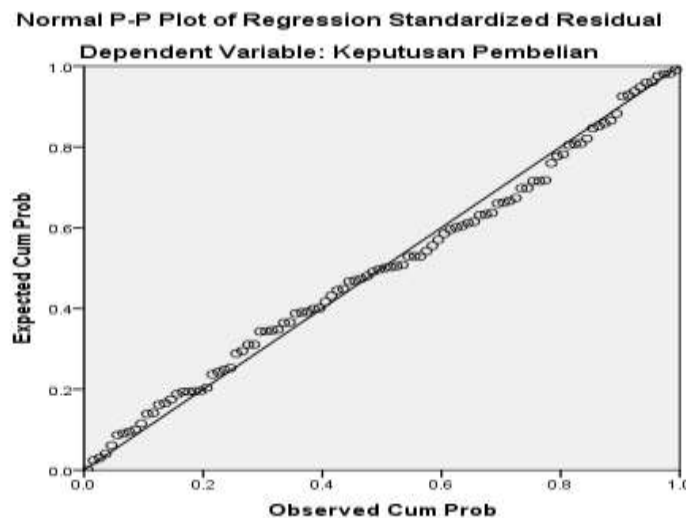


Figure 1. Normality Grafik P-Plot Test

Source: Processed Data, 2025

Based on the analysis of the Normal P-Plot Regression Standardized Residual in Figure 1, the results support the normality of the variables tested in this study. This is because the scatter points on the graph are not too far from the diagonal line and follow an almost straight pattern. Therefore, it can be concluded that the data in this study, based on the distribution of the questionnaire responses, is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is conducted using the Scatterplot test. According to the criteria, if the points on the graph are scattered or do not form a specific pattern, the regression model can be considered free from heteroscedasticity.

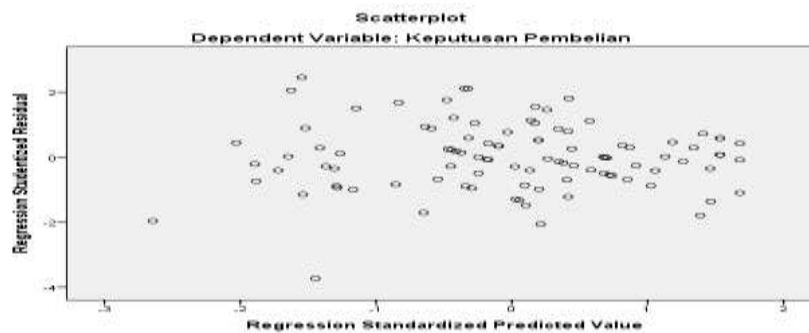


Figure 2. Heteroscedasticity Test Result

Source: Processed Data, 2025

Based on Figure 2, the scatter plot shows that the points do not form a specific or regular pattern and are evenly distributed above and below zero (0) on the Y-axis. This indicates that heteroscedasticity does not occur, meaning there is no variance inequality in the residuals across observations.

Multicollinearity Test

The multicollinearity test is conducted using the Variance Inflation Factor (VIF). According to the standard criteria, if the VIF value for each independent variable is less than 10, it can be concluded that the regression model is appropriate for further analysis.

Table 3. Multiple Linear Regression Analysis Result

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Eco-Label	.454	2.202
	Eco-Brand	.307	3.258
	Environmental Advertisement	.377	2.651
Dependent Variable: Keputusan Pembelian			

Source: Processed Data, 2025

Based on Table 2, the results of the multicollinearity test show that the tolerance values for all three variables are greater than 0.1, and the VIF values are less than 10. Therefore, it can be concluded that multicollinearity is not present in this study.

Partial t Test

In the partial test, if $t \text{ count} > t \text{ table}$ and the significance value (Sig.) < 0.05 , it can be concluded that partially the X variables studied have an influence on variable Y and vice versa. The obtained values are as follows: $df = (100 - 3 - 1)$, $d = 96$. Thus, the t-table value is 1.984.

Table 4. T Test Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.103	1.653		4.901	.000		
X1	.148	.063	.239	2.330	.022	.454	2.202
X2	.217	.072	.374	3.005	.003	.307	3.258
X3	.158	.090	.198	1.761	.082	.377	2.651

a. Dependent Variable: Y

Source: Processed Data, 2025

It can be seen that the calculated t-value (t_{hitung}) is greater than the t-table value ($2.330 > 1.984$), and the significance value of the eco-label variable on consumer purchase decisions is $0.022 < 0.05$. Therefore, H_{a1} is accepted, and H_{o1} is rejected. This indicates that there is a significant partial influence of the eco-label on the purchase decision of Ades bottled drinking water in Bandar Lampung.

It can be seen that the calculated t-value (t_{hitung}) is greater than the t-table value ($3.005 > 1.984$), and the significance value of the eco-brand variable on consumer purchase decisions is $0.003 < 0.05$. Therefore, H_{a2} is accepted, and H_{o2} is rejected. This indicates that there is a significant partial influence of the eco-brand on the purchase decision of Ades bottled drinking water in Bandar Lampung.

The calculated t-value (t_{hitung}) is lower than the t-table value ($1.761 < 1.984$), and the significance value of the environmental advertisement variable on consumer purchase decisions is $0.082 > 0.05$. Therefore, H_{o3} is accepted, and H_{a3} is rejected. This indicates



that there is no significant partial influence of environmental advertisement on the purchase decision of Ades bottled drinking water in Bandar Lampung.

Simultaneous Statistycal Test (F Test)

In the simultaneous test, if the significance value (Sig.) <0.05 , it is stated that there is an influence between variables simultaneously.

Table 5. F Test Result

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	465.153	3	155.051	37.995	.000 ^b
1 Residual	391.757	96	4.081		
Total	856.910	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed Data, 2025

The F-test results show that the calculated F-value (F_{hitung_hitung}) is 37.995, while the F-table value in this study is 3.090. Thus, it can be seen that $F_{hitung_hitung} > F_{tabel_tabel}$ ($37.995 > 3.090$). Considering the significance value of 0.000, which is less than 0.05, this result indicates that H_{a4} is accepted and H_{o4} is rejected. This means that there is a simultaneous influence of eco-label, eco-brand, and environmental advertisement on the purchase decision of Ades bottled drinking water in Bandar Lampung.

Coefficinet of Determination

The coefficient of determination (R^2) ranges between 0 and 1. In a well-fitted model, the R^2 value should be above 80%.

Table 6. Coefficient of Determination Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.529	2.02010

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Processed Data, 2025



The adjusted R Square value is 0.529, indicating that eco-label, eco-brand, and environmental advertisement influence 52.9% of Ades bottled drinking water in Bandar Lampung, while the remaining 47.1% is influenced by other factors not examined in this study. According to Dzouza (2020), factors such as price, product quality, and packaging also affect purchasing decisions. Khan (2021) supports this, stating that environmentally conscious consumers still consider price and quality. The correlation coefficient (r) of 0.737 indicates a strong relationship based on the interpretation in Table 4.10.

DISCUSSION

The Influence of Eco-Label on Purchase Decision

Based on multiple linear analysis, a positive correlation is found between the eco-label variable and purchase decision, with a constant value of 8.103 and an eco-label variable value of 0.148. In the partial test (t -test), the eco-label variable has a t -value greater than the t -table value ($2.330 > 1.984$) and a significance value of $0.022 < 0.05$. This indicates that there is a positive and partially significant influence between the eco-label variable and the purchase decision. In other words, the more consumers pay attention to and understand the eco-label on a product, the more likely they are to purchase it.

Based on the distribution analysis of respondents' answers, there are nine statements regarding the eco-label variable. The majority of respondents responded positively to the awareness indicator regarding the importance of the logo, with the statement "labels are important in attracting attention" scoring 4.30. This indicates that eco-friendly labels significantly attract consumers. This aligns with research showing that consumers, especially younger generations, are increasingly concerned about sustainability reflected in labels and the environmental impact of the products they consume (Orerro, 2019).

A label represents the visual identity of a brand. A well-designed label reflects the company's identity, values, and vision. A strong and memorable label enhances brand visibility (Gonzales, 2020). Given the high indicator values, it shows that AMDK Ades consumers respond positively to the design and information displayed on the label, which ultimately contributes to their purchasing decisions.

The lowest average item score (4.15) is found in the indicator of trust in label information, with the statement "I trust the information provided on the label." Although this indicator is relatively low, it is still within the "very good" category. This implies that Ades bottled drinking water needs to enhance consumer trust in the information

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presented on its packaging. According to Dzouza (2020), trust in labels is a crucial factor in the effectiveness of eco-labels. If consumers do not trust the label, they will not be encouraged to purchase eco-labeled products.

As Dzouza (2020) states, trust in labels is a crucial factor in their effectiveness. If consumers do not trust the information presented on the label, the label will not effectively drive purchases of eco-friendly products. While of Ades bottled drinking water overall trust indicator remains positive, the lowest score in this item suggests potential improvements in consumer confidence. By ensuring transparency in information and effective communication, Ades can strengthen consumer trust in its labels and ultimately enhance the effectiveness of eco-labels in encouraging sustainable purchases.

The finding that the lowest-rated item (4.15) is related to "trust in label information," while the highest-rated item is "label attractiveness," suggests an inconsistency in consumers' perceptions of Ades' label. This implies that while consumers may be attracted to the visual appeal of Ades' label, they do not fully trust the information presented. Consumers may perceive a lack of transparency in the sustainability claims of Ades. To address this, Ades should evaluate the transparency of its sustainability claims to ensure they are relevant and credible.

The Influence of Eco-Brand on Purchase Decision

The study results show that the multiple linear regression coefficient for the eco-brand variable (X_2) has a positive influence on purchase decision, with a coefficient value of 0.217. This means that for every 1-unit increase in eco-brand, purchase decision increases by 0.217 units, indicating that the higher the eco-brand value, the more consumers consider eco-label aspects when making a purchase decision.

Based on the partial hypothesis test, the eco-brand variable has a t-value greater than the t-table value ($3.005 > 1.984$) and a significance value of $0.003 < 0.05$. This means the hypothesis is accepted, confirming that the eco-brand variable has a positive and significant effect on consumer purchase decisions.

The highest-rated indicator (4.21) is brand attractiveness, with the statement "the brand has an appealing brand image." A strong and attractive brand image is a valuable asset for a company. Consumers tend to prefer, trust, and consider brands with an appealing image in their purchase decisions. Research supports that brand attractiveness enhances brand equity, generates positive word-of-mouth marketing, and fosters emotional connections with consumers (Novitasari & Putra, 2023).



On the other hand, the lowest-rated indicator (4.03) is related to the brand as an environmentally friendly organization, with the statement "the brand implements eco-friendly practices in its operations." Although this score is still within the "good" category, it is important to understand why this indicator scored the lowest. This may be due to a lack of sufficient information regarding Ades' eco-friendly practices, potentially caused by inadequate communication or promotion of its sustainability initiatives.

Some consumers may also be skeptical about brands' eco-friendly claims, perceiving them as mere marketing tactics or greenwashing. As environmental awareness grows, consumer expectations for corporate sustainability practices also rise (Mothersbaugh, 2018). The 4.03 score suggests that the brand has yet to meet consumer expectations in this regard. However, this does not mean that the brand lacks sustainability commitments; rather, it highlights the need for Ades to improve transparency in communicating its environmental initiatives.

The Influence of Environmental Advertisement on Purchase Decision

The study results indicate that the multiple linear regression coefficient for environmental advertisement is 0.158, meaning that a 1-unit increase in environmental advertisement leads to a 0.158-unit increase in purchase decision. However, the partial hypothesis test reveals that the t-value is lower than the t-table value ($1.761 < 1.984$) and the significance value is $0.082 > 0.05$. Thus, the hypothesis is rejected, indicating that environmental advertisement does not have a significant partial effect on Ades' purchase decision in Bandar Lampung.

This discrepancy between regression results and hypothesis testing could be influenced by external factors such as consumer environmental awareness. Solomon (2017) states that while consumers sympathize with eco-friendly advertisements, this does not necessarily lead to purchase decisions.

The highest-rated indicator (4.21) is advertising as a source of environmental education, while the lowest-rated indicator (3.50) is advertisement visibility in digital media. This suggests that Ades' advertisements provide valuable educational content but lack visibility in digital platforms, potentially limiting their effectiveness in driving purchase decisions.



The Influence of Eco-Label, Eco-Brand, and Environmental Advertisement on Purchase Decision

The F-test results indicate that F-value (37.995) is greater than the F-table value (3.090), with a significance value of $0.000 < 0.05$. This confirms that eco-label, eco-brand, and environmental advertisement have a simultaneous and significant influence on Ades' purchase decision in Bandar Lampung.

The adjusted R-square value of 0.529 suggests that 52.9% of the variation in purchase decision is explained by these three independent variables, while the remaining 47.1% is influenced by other unexamined factors. The correlation coefficient ($r = 0.737$) indicates a strong relationship between these variables and purchase decision.

Overall, the study highlights the importance of integrating environmental considerations into marketing strategies. According to the Stimulus-Organism-Response (SOR) theory, eco-labels, eco-brands, and environmental advertisements act as stimuli shaping consumer perceptions, thereby influencing purchase decisions. As consumer environmental awareness grows, brands must prioritize sustainability in their marketing efforts to remain competitive and build long-term consumer trust.

CONCLUSION

Based on the research, the eco-label and eco-brand variables partially have a positive and significant influence on the purchasing decision of Ades bottled drinking water in Bandar Lampung, while environmental advertisement does not have a significant influence. However, simultaneously, these three variables influence purchasing decisions.

Theoretically, this research can be utilized to develop knowledge about green marketing, particularly in understanding how consumers perceive eco-labels and eco-brands. Further research can explore the most effective types of eco-label information and their interaction with other variables in purchasing decisions. Practically, Ades is advised to enhance transparency and communication regarding its environmentally friendly products through its website, social media, and partnerships with more retail stores and e-commerce platforms to improve product accessibility for consumers.

For future research, it is recommended to expand studies on other green marketing tools, considering that 47.1% of purchasing decisions are influenced by variables beyond eco-label, eco-brand, and environmental advertisement. Factors such as price, product quality, and packaging could be further examined to gain a more comprehensive understanding of purchasing decisions.



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