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The Influence Of Green Product And Green Advertising On Purchase Decisions Of Le Minerale In Bima City

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Abstract

This study aims to analyze the influence of green product and green advertising on purchase decisions of Le Minerale in Bima City, both partially and simultaneously. This study uses a quantitative approach with an associative research design. The population consisted of consumers who had purchased and used Le Minerale 600 ml in Bima City, with 100 respondents selected using purposive sampling. Data were collected through observation, questionnaires, and literature studies. Data analysis employed validity and reliability tests, classical assumption tests, multiple linear regression, correlation and coefficient of determination, t-test, and F-test. The results show that green product has a positive and significant effect on purchase decisions, with a t-value of 2.446 and significance of 0.016. Green advertising also has a positive and significant effect, with a t-value of 8.698 and significance of 0.000. Simultaneously, green product and green advertising significantly affect purchase decisions, with an F-value of 46.999 and significance of 0.000. The coefficient of determination (R^2) of 0.492 indicates that 49.2% of the variation in purchase decisions is explained by the two independent variables, while 50.8% is explained by other factors outside the model.

Keywords: Green Product, Green Advertising, Purchase Decision.

INTRODUCTION

Global environmental issues such as climate change, pollution, and increasing plastic waste have become important concerns in many countries, including Indonesia.

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These conditions encourage changes in consumer behavior when selecting and using products. Consumers increasingly consider not only price and product quality but also the environmental impact of the products they consume. This behavioral change encourages companies to implement green marketing strategies that address consumer needs while supporting environmental sustainability (Firdaus, 2023).

One form of green marketing implementation is the development of green products. A green product is designed by considering environmental aspects throughout the product life cycle, including raw materials, production, distribution, consumption, and final disposal. Environmentally friendly products can provide additional value because they meet functional needs while reflecting concern for environmental sustainability (Eblin & Nuvriasari, 2023).

In addition to green products, companies use green advertising as a marketing communication medium to convey environmental messages to consumers. Green advertising emphasizes the environmental benefits of a product in order to build positive perceptions and encourage consumer responses. The quality of information contained in green advertising can influence how consumers respond to environmental messages and understand the benefits offered by a product (Wang & Li, 2022).

Le Minerale is one of the bottled drinking-water brands associated with green marketing initiatives. This study focuses on Le Minerale 600 ml because it is a practical size commonly encountered in stores, minimarkets, and small shops in Bima City. The product uses PET packaging that can be recycled and has been associated with circular-economy initiatives (Mariana & Dwi E, 2023). Therefore, Le Minerale 600 ml is relevant as an object for examining the relationship between green product, green advertising, and purchase decisions.

Empirically, bottled drinking-water consumption in Bima City is supported by consumers' need for practical and easily accessible products. However, consumers may prioritize product quality, price, and availability rather than environmental attributes when making purchases. Initial observations also indicated that some consumers were familiar with Le Minerale because of its water quality, affordable price, and availability, while some had limited understanding of the environmental messages in its advertising and the environmental benefits of its packaging.

Based on these conditions, this study examines whether green product and green advertising influence purchase decisions of Le Minerale in Bima City. The study is expected to contribute empirical evidence concerning green marketing practices and consumer purchase decisions in the local bottled-water market.

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H1: Green product has a positive and significant effect on purchase decisions of Le Minerale in Bima City.
H2: Green advertising has a positive and significant effect on purchase decisions of Le Minerale in Bima City.
H3: Green product and green advertising simultaneously have a positive and significant effect on purchase decisions of Le Minerale in Bima City.

THEORETICAL REVIEW

Green Product

Green product refers to a product designed by considering environmental aspects throughout its life cycle, from raw materials and production to distribution, consumption, and final disposal. According to Eblin and Nuvriasari (2023), green products are designed to reduce negative environmental impacts while providing value to consumers. In this study, the green product indicators refer to Grant as cited in Sunsu and Harsoyo (2025): products that do not contain toxins; products that are more durable; products using recyclable raw materials; simple ecolabel packaging and refill products; and products that do not endanger human and animal health.

Green Advertising

Green advertising is a form of marketing communication used to convey information about environmental concern and the environmental benefits of a product. Rahimah et al. (2022) explain that green advertising can increase environmental awareness, build a positive product image, and encourage purchase decisions. The indicators used in this study are increased product knowledge, advertising attractiveness, and ease of understanding the message (Alamsyah et al., 2021).

Purchase Decision

Purchase decision is the process through which consumers choose and purchase a product after considering available alternatives. Fatharani (2023) explains that purchase decisions are influenced by product characteristics, information received by consumers, brand perceptions, and perceived value. The indicators used in this study follow Julianty and Hermana (2023): problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

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The Influence of Green Product on Purchase Decision

Green product characteristics can become an important consideration in consumer purchasing. Products perceived as safe, recyclable, and environmentally friendly may increase consumer confidence and willingness to choose the product. Eblin and Nuvriasari (2023) found that green product contributes to purchase decisions, supporting the expectation that better perceived environmental characteristics will strengthen consumer purchase decisions.

The Influence of Green Advertising on Purchase Decision

Green advertising can influence purchase decisions by increasing consumers' understanding and awareness of environmental product benefits. Clear and attractive environmental messages can help consumers evaluate the product and strengthen their confidence in making a purchase. Rahimah et al. (2022) found that green advertising plays a role in consumer purchase decisions.

The Simultaneous Influence of Green Product and Green Advertising on Purchase Decision

Green product and green advertising are complementary elements of green marketing. Environmentally friendly product attributes provide substantive value, while advertising communicates those attributes to consumers. Fatharani (2023) indicates that green product and green advertising can jointly influence purchase decisions. Thus, the combination of product attributes and effective environmental communication is expected to strengthen purchase decisions.

METHOD

This study uses a quantitative approach with an associative research design to examine the influence of green product (X1) and green advertising (X2) on purchase decisions (Y) of Le Minerale in Bima City. The research instrument was a closed-ended questionnaire using a five-point Likert scale: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). The instrument was developed based on the stated indicators of each variable.

The population consisted of consumers who had purchased and used Le Minerale 600 ml in Bima City. The sample was determined using purposive sampling with the criteria that respondents were at least 20 years old and had purchased and

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used Le Minerale 600 ml. The study used 100 respondents. Data were collected through observation, questionnaires, and literature studies.

Data analysis included validity, reliability, classical assumption, multiple linear regression, correlation, coefficient of determination, t-test, and F-test. An item was considered valid when its correlation value exceeded 0.300, while an instrument was considered reliable when Cronbach's Alpha exceeded 0.600. Classical assumptions were assessed using Kolmogorov-Smirnov normality, tolerance and VIF for multicollinearity, scatterplot/Glejser assessment for heteroscedasticity, and Durbin-Watson for autocorrelation. The multiple regression model was $Y = \alpha + \beta1X1 + \beta2X2 + e$.

RESULTS

1. Validity Test

Table 1. Results of the Validity Test of the Research Questionnaire

	Item	Statement Validity Value	Validity Standards	Note
Green Product (X1)	1	0,636	0,300	Valid
	2	0,618	0,300	Valid
	3	0,687	0,300	Valid
	4	0,605	0,300	Valid
	5	0,553	0,300	Valid
	6	0,525	0,300	Valid
	7	0,621	0,300	Valid
	8	0,555	0,300	Valid
	9	0,551	0,300	Valid
	10	0,572	0,300	Valid
Green Adverising (X2)	1	0,703	0,300	Valid
	2	0,661	0,300	Valid
	3	0,711	0,300	Valid
	4	0,620	0,300	Valid
	5	0,736	0,300	Valid
	6	0,697	0,300	Valid
Purchase Decision (Y)	1	0,737	0,300	Valid
	2	0,635	0,300	Valid

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	3	0,649	0,300	Valid
	4	0,636	0,300	Valid
	5	0,705	0,300	Valid
	6	0,668	0,300	Valid
	7	0,572	0,300	Valid
	8	0,633	0,300	Valid
	9	0,744	0,300	Valid
	10	0,743	0,300	Valid

Source: Primary data processed by SPSS, 2026.

Based on the table above, the validity test results for each instrument item regarding the Green Product, Green Advertising, and Purchase Decision variables exceeded the validity standard of >0.300.

2. Reliability Test

Table 2. Reliability Test Results

Variable	Items	Cronbach's Alpha	Standard	Result
Green Product	10	0.786	0.600	Reliable
Green Advertising	6	0.776	0.600	Reliable
Purchase Decision	10	0.860	0.600	Reliable

Source: Primary data processed by SPSS, 2026.

Based on the table above, the reliability test results for each statement item in the research instrument regarding the variables of Green Product, Green Advertising, and Purchase Decision can be considered reliable, as they exceed the reliability standard of >0.600.

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3. Classical Assumption Tests

a. Normality Test

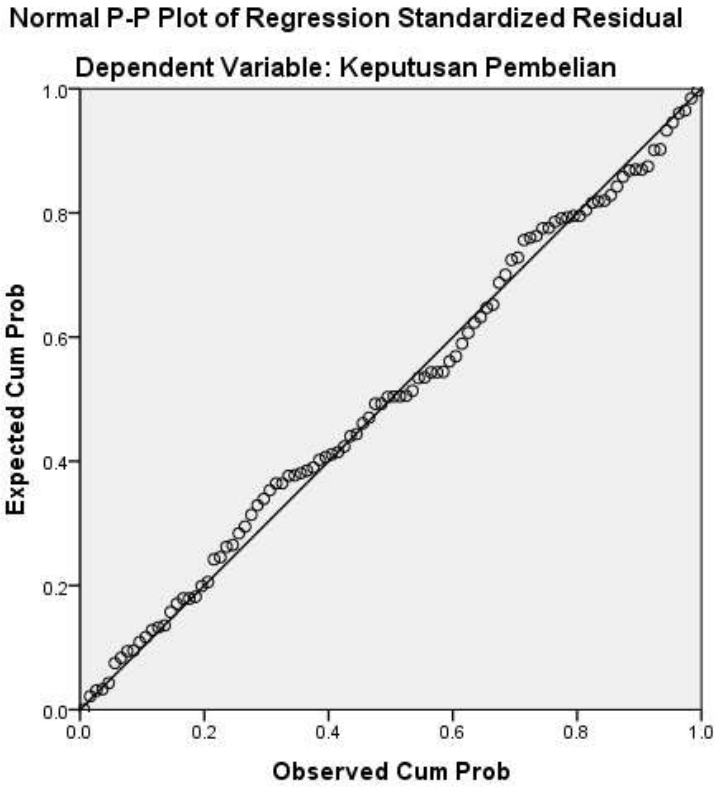


Figure 1. Normality Test

Source: Primary data processed by SPSS, 2026.

The figure above shows that the Normal P-P Plot of Regression Standardized Residuals depicts data points distributed around the diagonal line and following its direction; therefore, the regression model used in this study satisfies the assumption of normality.

Table 3 Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100

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Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.38889030
Most Extreme Differences	Absolute	.053
	Positive	.045
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary data processed by SPSS, 2026.

Based on the Kolmogorov-Smirnov test results above, the Asymp. Sig. value is greater than 0.05 (0.200 > 0.05); this indicates that the research data are normally distributed and that the regression model is suitable for predicting the dependent variable—Purchase Decision—based on the independent variables of Green Product and Green Advertising. Therefore, the data are suitable for use in this study.

b. Multicollinearity Test

Tabel 4. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.556	3.683		3.680	.000		
	Green Product	.186	.076	.181	2.446	.016	.960	1.042
	Green Advertising	.891	.102	.642	8.698	.000	.960	1.042
a. Dependent Variable: Purchase Decision								

Source: Primary data processed by SPSS, 2026.

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Based on the Tolerance and VIF values in the table above, it can be concluded that there is no indication of multicollinearity. Specifically, the Tolerance values for variables X1 and X2 are 0.960 > 0.10 and the VIF values are 1.042 < 10 therefore, it can be concluded that multicollinearity is not present in the regression model.

c. Heteroscedasticity Test

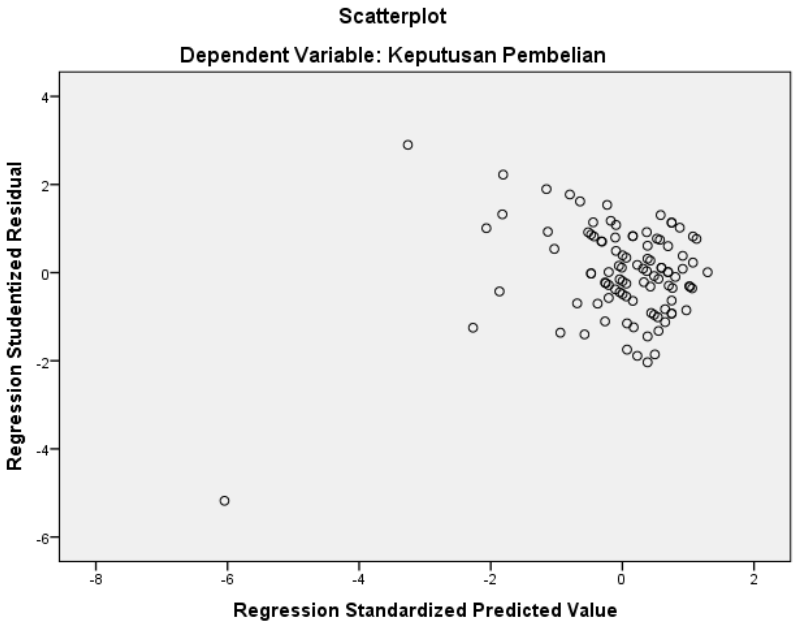


Figure 2. Heteroscedasticity Test
Source: Primary data processed by SPSS, 2026.

Based on the image above, it can be seen that the data is free from heteroscedasticity. This is because the data is considered free from heteroscedasticity when the points are evenly distributed above and below the zero line and do not form a specific pattern.

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d. Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.702[a]	.492	.482	3.42365	2.415

a. Predictors: (Constant), Green Advertising, Green Product
b. Dependent Variable: Purchase Decision

Source: Primary data processed by SPSS, 2026.

Based on the table above, the Durbin-Watson value is 2.415. With n = 100 and k = 2 at α = 0.05, the values obtained are dL = 1.6340 and dU = 1.7152. Since the DW value of =2.415 > 4 - dU =2.366, it can be concluded that there is negative autocorrelation in the regression model.

4. Multiple Linear Regression

Table 6 Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	13.556	3.683		3.680	.000
	Green Product	.186	.076	.181	2.446	.016
	Green Advertising	.891	.102	.642	8.698	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed by SPSS, 2026.

Based on the regression analysis, the multiple regression equation is determined as follows:

Y = 13.556 + 0.186X1 + 0.891X2 + e

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a) The constant value of 13.556 implies that if the Green Product and Green Advertising variables are assumed to be zero, the Purchase Decision will be 13.556.
b) The regression coefficient for the Green Product variable (X1) is 0.186, meaning that every one-unit increase in Green Product will increase the purchase decision by 0.186 units.
c) The regression coefficient for the Green Advertising variable (X2) is 0.891, meaning that every one-unit increase in Green Advertising will increase the purchase decision by 0.891 units.

5. Correlation and Coefficient of Determination

Table 7 Correlation and Coefficient of Determination

Model Summary[b]									
					Change Statistics				
Model		Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.702[a]	.492	.482	3.42365	.492	46.999	2	97	.000

a. Predictors: (Constant), Green Advertising, Green Product
b. Dependent Variable: Purchase Decision

Source: Primary data processed by SPSS, 2026.

Based on these results, an R-value of 0.702 was obtained, indicating that Green Product and Green Advertising influence Purchase Decisions. To interpret the strength of this influence, the guidelines presented in the following table can be used:

Table 7. Comparison of Correlation Coefficient Relationship Levels

Coefficient Interval	Level of Relationship
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

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Thus, the correlation between Green Product and Green Advertising and Purchase Decision is 0.702, falling within the 0.60–0.799 interval; consequently, the relationship between the variables is categorized as **strong**.

6. Determination Test

Thus, there is an influence of Green Product and Green Advertising on Purchase Decision; the magnitude of this influence can be quantified through the coefficient of determination test, yielding an R-squared value of 0.492 (or 49.2%), with the remainder attributed to other variables not included in this study.

7. t-Test Results

Table 8. t Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.556	3.683		3.680	.000
	Green Product	.186	.076	.181	2.446	.016
	Green Advertising	.891	.102	.642	8.698	.000
a. Dependent Variable: Purchase Decision						

Source: Primary data processed by SPSS, 2026.

H1: Green products have a positive effect on purchasing decisions.

The significance value for Green Products was found to be 0.016 < 0.05 with a calculated t-value of 2.446; thus, H1 is accepted. This indicates that Green Products have a positive and significant effect on purchasing decisions.

This demonstrates that the better the eco-friendly characteristics of a product, the higher the likelihood of consumers deciding to purchase Le Minerale products. Consumers tend to consider products that are safe to use, recyclable, and environmentally friendly. This study aligns with the findings of Dianti & Paramita (2021), Cholis et al. (2022), and Nurkhomid et al. (2018), which state that Green Products significantly influence purchasing decisions.

H2: Green advertising has a positive effect on purchasing decisions.

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It was found that green advertising has a calculated t-value of 8.698 and a significance value of 0.000 < 0.05 therefore, H2 is accepted. This indicates that green advertising has a positive and significant effect on purchasing decisions.

This demonstrates that advertisements conveying eco-friendly messages can enhance consumer understanding and trust in a product, thereby encouraging consumers to make a purchase. This study aligns with research conducted by Auli et al. (2023), Kurnia et al. (2022), and Hidayah (2022), which also demonstrated a positive and significant influence of green advertising on purchasing decisions.

8. F-Test Results

Table 9. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1101.777	2	550.888	46.999	.000[b]
	Residual	1136.973	97	11.721		
	Total	2238.750	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Green Advertising, Green Product						

Source: Primary data processed by SPSS, 2026.

H3: Green Product and Green Advertising simultaneously influence Purchase Decisions.

Based on the test results, the calculated F-value was 46.999, while the F-table value was 3.09; thus, it can be concluded that H3 is accepted, meaning there is a simultaneous influence of Green Product and Green Advertising on Purchase Decisions.

This indicates that consumer purchase decisions are influenced not only by the eco-friendly characteristics of the product but also by the company's ability to communicate the product's environmental benefits through advertisements that are engaging and easily understood by consumers. This study aligns with the findings of Auli et al. (2023), Fatharani (2023), and Mirah, Moniharapon, and Karuntu (2025), which demonstrate that Green Product and Green Advertising simultaneously exert a positive and significant influence on purchase decisions.

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CONCLUSION AND SUGGESTIONS

Based on the findings, green product has a positive and significant effect on purchase decisions of Le Minerale in Bima City. Green advertising also has a positive and significant effect on purchase decisions. Simultaneously, green product and green advertising have a positive and significant effect on purchase decisions. Green advertising has the stronger standardized regression coefficient (β = 0.642) compared with green product (β = 0.181), indicating a more dominant contribution within the estimated model. The model explains 49.2% of the variation in purchase decisions.

For Le Minerale, environmental attributes of the product should be maintained and communicated more clearly to consumers. Advertising messages should be informative, attractive, simple, and easy to understand, particularly regarding recyclable packaging and environmental initiatives. Future researchers are encouraged to include other factors that may influence purchase decisions and to expand the research object, sample, or location.

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