

MASTERING THE MINERAL WATER MARKET: LE MINERALE SUCCESSFUL STRATEGY IN WINNING CONSUMERS HEARTS

Dafa Akbar Anugrah Firdaus 1, Rizky Eka Febriansah 2, Alshaf
Pebrianggara 3

^{1,2,3} Muhammadiyah University of Sidoarjo

Article Info	ABSTRACT
<p>Article history: Received Jul 11, 2024 Revised Aug 16, 2024 Accepted Aug 07, 2024</p> <p>Keywords: Green Promotion, Product Innovation, Brand Image, Purchasing Decision.</p>	<p>General Background: Global warming and environmental damage are critical issues exacerbated by the use of non-environmentally friendly products. Specific Background: Le Minerale, a bottled water brand, is integrating green promotion, product innovation, and brand image to influence consumer behavior, highlighting the importance of studying their impact on purchasing decisions. Knowledge Gap: Despite the growing trend in sustainable marketing, limited research exists on how these specific factors affect consumer purchasing decisions for environmentally friendly products, particularly in the bottled water sector in Indonesia. Aims: This study aims to determine the role of green promotion, product innovation, and brand image on purchasing decisions for Le Minerale products in Sidoarjo, Indonesia. Results: Using a sample of 100 respondents, multiple linear regression analysis revealed that all three variables—green promotion, product innovation, and brand image—significantly and positively influence purchasing decisions. Novelty: The research highlights the direct link between green promotion campaigns and consumer decisions, emphasizing the importance of product innovation, particularly eco-friendly packaging, in enhancing brand image and driving purchase behavior. Implications: These findings suggest that environmentally conscious marketing strategies not only contribute to positive brand perceptions but also influence consumer choices in favor of sustainable products. Future research could expand the geographical scope and explore additional variables, such as price perception and product quality, to further understand purchasing behavior in different contexts.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

Corresponding Author:
Rizky Eka Febriansah

Muhammadiyah University of Sidoarjo

Email : rizkyfebriyanzah@umsida.ac.id

DOI: <https://doi.org/10.61796/ijecep.v1i3.39>

INTRODUCTION

The current rapid industrial era affects globalization related to the issue of global warming, making people worried. Currently, almost all Indonesians use plastic bags when shopping and daily activities which have an impact on the accumulation of plastic waste, causing global warming and natural disasters. Currently, the waste in Indonesia reaches 68.5 million tons a year. This data can be obtained from the Ministry of Environment and Forestry (KLHK) in 2021. It can be seen from the existing figures that 17% or around 11.6 million tons are types of plastic waste. Meanwhile, 3.2 million tons, namely the remaining types of plastic waste disposed of into the sea [1]. to prevent this, many sectors have taken various ways to overcome it, one of which is in the business sector by conducting environmentally friendly promotions and product-related innovations, especially making environmentally friendly products at the same time to attract customers. One of them is like Le Minerale products, Bottled Drinking Water (AMDK) which many people choose. Le Minerale carries out the concept of green promotion, product innovation and brand image in attracting customers to want to buy the products they sell and can provide messages to the public regarding awareness of protecting the environment by choosing environmentally friendly products. the community itself chooses Le Mineral products as their main choice, this can be seen from the data below in the last 5 years has increased:

Table 1. Top Brand Index value of Le Minerale during 2019-2023

2019		2020		2021		2022		2023	
Merek	TBI Merek	Merek	TBI Merek	Merek	TBI Merek	Merek	TBI Merek	Merek	TBI Merek
Aqua	61.0%	Aqua	61.5%	Aqua	62.5%	Aqua	57.2%	Aqua	55.1%
Ades a	6.0%	Ades	7.8%	Ades	7.5%	Le minerale	12.5%	Le minerale	14.5%
Club	5.1%	Club	6.6%	Club	5.8%	Ades	6.4%	Ades	5.3%
Le minerale	5.0%	Le minerale	6.1%	Le minerale	4.6%	Cleo	4.2%	Cleo	4.2%
Cleo	4,7%	Cleo	3.7%	Cleo	3.7%	Club	3.8%	Club	3.5%

Sumber: Top Brand Award (www.topbrand-award.com)[2]

From the table above, it can be seen that public consumption of Le Minerale bottled water continues to increase, although the mineral index value in Top Brand fluctuates and even tends to decrease in 2019, but in the next period of time Le Minerale can rise dramatically by outperforming other bottled water brands with an increase of 4.6% which was in 2019 in 4th position then increased rapidly in 2022 and 2023. From the Top Brand Index, it is now in second position with a percentage of 14.5%. This means that Le Minerale is widely chosen by the public even though it is slightly superior to Aqua. So this affects the sales of Le Minerale which has increased in a period of 8 years from the beginning of production in 2015 to the present and 2022 has taken second place in the Top Brand Index

of Bottled Mineral Water. This is a very rapid achievement and is able to dominate its market by competing with similar bottled water brands.

According to Kotler and Armstrong in (Hulima et al., 2021) The purchase decision itself is a stage of the consumer process in buying a product accompanied by wants and needs or through other alternatives that encourage these consumers to buy a product [3]. Purchasing decisions are believed to be the perceptions of consumers in their minds in making their choices. Mukuan (2020) says that decision making occurs when a person is faced with several choices and must choose the most appropriate one in order to meet his needs and desires [4]. According to (Kotler Phillp, 2021) there are several indicators in purchasing decisions as follows: The existence of a product stability, The habit of buying products, Recommendations from others, Repurchase [5].

Before choosing a product, consumers will make considerations in making decisions, this can be referred to as the final stage in decision making to choose a product that suits their needs [6]. The decision to buy a product is an important thing, because there are many considerations made by consumers in choosing the right product. Conceptually, consumer behaviour is reflected in purchasing decisions. Because purchasing decisions include the behaviour or actions of consumers to buy a preferred product (Kotler & Armstrong, 2018). In another view, purchasing decisions are also a decision-making process by individuals who need information from various sources (Anwer, Deshpande, Derry, & Basil, 2020). To maintain environmental stability, people or consumers must be really firm in choosing a product and realise that the products used are safe for the environment and do not interfere with their health. Consumers will feel attracted to a product so that consumers want to buy, try, use, and own the product [8]. Companies also need to make improvements starting from sales strategies and product innovation to influence consumers to choose their products [9].

Green promotion itself includes all promotional activities such as advertising, personal selling, sales promotion, direct marketing, and public relations on the basis of environmental concerns [10]. One of the goals of green promotion is to invite people to contribute to environmental sustainability by buying and supporting environmentally friendly products. The indicators of green promotion. According to the Queensland Government (2002) in Janah & Nugroho (2023) explains that there are several indicators of green promotion, namely: Credibility of environmentally friendly products, Promotion using communication practice tools [11].

Green promotion is a new strategy carried out by business people who think about the environmental aspects of running their business, therefore the business being run does not only focus on company profits but also how the company's responsibility to the surrounding environment (Paath et al., 2020). With green promotion, it can reduce environmental pollution and can increase sales [12]. The purpose of green promotion itself is to change people's perspective on environmentally friendly products through the use of media such as the internet and television as electronic media [13]. One of them, such as the Bottled Drinking Water (AMDK) company, namely Le Minerale, makes the concept of green promotion in marketing its products in order to make consumers aware of the importance of protecting the environment. One of the promotions implemented by the Le

Minerale company is to conduct a campaign by inviting people to process plastic waste into goods that produce selling value and inviting people to live a healthy lifestyle. In addition, creating interesting content by providing education and information about the importance of protecting the environment and choosing environmentally friendly products.

Product innovation for the company itself is very important so that the company continues to exist and always progress. Product innovation can involve changes in design, features, technology, or the way the product is marketed by understanding the principles of innovation, companies can create relevant products and win competition in the market [14]. Product innovation is not only necessarily creating something new but also must look at consumer behavior itself and product innovation is created can also be due to a form of corporate responsibility for the surrounding environment so that it can influence consumer perceptions in choosing a product. According to Bimrew sendekie Belay (2022), the indicators of product innovation are as follows: Product Quality, Product variant, Product style and design [15].

Product innovation can have a significant impact on consumer purchasing decisions. When a product is considered innovative, consumers tend to pay more attention and the innovation factor can be a major driver in the purchasing decision-making process. Product innovation itself is very important because it adds something unique, creative or value to the product to be more chosen by consumers [16]. Product innovation was created because of the company's desire to develop and provide its own value so that the product continues to exist. Because the product that is developed can be a special attraction compared to competitor products and has its own value that makes consumers choose the product [17]. One of them is Le Minerale products which innovates its packaging by making environmentally friendly bottles to reduce plastic waste and negative impacts on the surrounding environment on the ecosystem. Le Minerale's latest innovation reflects the company's commitment to sustainability and environmental responsibility. by doing this concept can create a positive perspective from consumers on the company's brand image.

Perceptions arise because of the underlying factors of a brand on consumer judgment, these perceptions can have positive or negative connotations. So it is not surprising that the main goal of marketing strategies, both online and offline, is to develop a positive image of the brand. Brand image is built by approaching consumers directly or educating them so that the brand image conveyed by the company enters the consumer's consciousness [18]. According to Sagita (2013) in Monica's research (2020) there are indicators of brand image, namely: Company Image, User image, Product image [19].

One of the most important things for consumers before choosing a product is to see the company's brand image. A positive brand image in the eyes of consumers can help consumers in deciding to buy the product they want. Because the brand image provides information related to the products and services being sold so that it influences purchasing decisions [20]. According to Sumaryanto et. Al (2016) in Ramadani's research (2022) The stronger the brand image, the consumer has the perception that he will get added value from a product rather than a competitor's product, making it easier for consumers to make purchasing decisions [21]. Because to build a positive brand image can be done with positive marketing of these products such as environmentally friendly promotions.

consumer decisions in buying Le Mineral brand (AMDK) products are also influenced by public perceptions and the positive impact given to the environment, especially the mineral intake provided when consumers decide to buy a mineral water product.

Research that has been conducted on “The Effect of Green Marketing, Product Innovation and Brand Awareness on Purchasing Decisions (Case Study: PT Unilever Indonesia Tbk)” shows results where the dimensions or indicators of green marketing, namely green promotion on purchasing decisions, do not have a significant influence [22]. Meanwhile, research with the title “The Effect of Environmental Awareness and Green Promotion on Purchasing Decisions for Aqua Drinking Water in Medan City with Eco-Label as a Mediating Variable” shows the results that green promotion has a positive and significant influence on purchasing decisions [23].

Research that has been conducted on “The Effect of Product Innovation and Online Media Promotion on Consumer Purchasing Decisions (Survey of Cake Online Customers). Consumer Purchasing Decisions (Cake Box Online Customer Survey)” shows the results that product innovation has a positive and significant effect on purchasing decisions [24]. Meanwhile, further research “The Effect of Product Quality, Product Innovation and Brand Image on Purchasing Decisions for Tolak Angin during the Pandemic in Surakarta” shows the results that product innovation in this study does not have a significant effect on purchasing decisions [25].

Research that has been conducted on “The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions” the results of this study show that brand image has no direct effect on purchasing decisions [26]. Meanwhile, in a study entitled “Factors Influencing Consumer Purchase Decisions For Aqua Life Indonesia Products: Analysis of Ecolabel Awareness, Green Marketing Mix, and Brand Image” shows the results that brand image has a positive and significant effect on consumer purchasing decisions for AQUA Life products [27].

Le Minerale brand bottled drinking water is a product from Indonesia made by PT Tirta Fresindo Jaya, a subsidiary of Mayora Indah engaged in beverages. In 2015 plastic waste in Indonesia reached 64 million tons per year. This figure had intrigued the government to come up with regulation no 142 of 2019 concerning the prohibition of using disposable plastic bags when shopping. With this regulation and the use of disposable plastic bags, the le Minerale company also made product innovations such as making disposable product packaging. The Green Promotion concept that Le Minerale runs is such as making packaging materials that are easily recycled (PET), recycle points, and collaborating with several organizations in plastic recycling efforts to educate the public to preserve the environment [28]. Le Minerale conducts the National Circular Economy Movement (GESN) which has 16 plastic waste collection and aggregation facilities in various regions, with a processing capability of 130 tons per day which will be processed into new industrial materials [29]. With the green promotion carried out by the Le Minerale company, it can prevent global warming which is rampant in various regions today. Green promotion is a solution for Le Mineral companies to market their products on a large scale, because it can change consumer perceptions and increase public awareness to preserve the environment and public health.

Currently, many people choose bottled drinks because they are practical and easy to carry anywhere. Le Minerale product packaging varies in the form of 330 ml, 600 ml, 1500 ml bottles and there are also gallons that are usually used at home. Product packaging itself is also important because it maintains the properties contained in mineral water and keeps the water clean to avoid bacteria, etc. Le Minerale always tries to maintain and be protected with sealed conditions and there is a cup seal on the bottle tututp to avoid unwanted things such as product counterfeiting. Le Minerale Company also labels its products as eco-label. An eco-label is a product that is labeled as a sign or information for consumers that what uses the label is an environmentally friendly product that aims to educate consumers and provide important information about the concept of being environmentally friendly [30]. This information can be done by consumers before buying a product so that consumers themselves feel safe and satisfied. Le Minerale also always conducts events in collaboration with the surrounding community to care for the environment. Such as managing plastic waste into new items, namely vests that are used by hawkers, etc. From the event, it is hoped that it will encourage people to continue to make small changes, because big changes start from small changes first [31].

This application can open consumer awareness in choosing a product that does not harm the surrounding environment, especially in addressing issues related to global warming. That way it creates a positive response to the brand and many choose the Le Mineral brand of bottled water. The company's concern for the environment will affect the decision to purchase products labeled as environmentally friendly as a consumer contribution in protecting the environment. These environmental problems make consumers more careful in choosing brands and products that are more environmentally friendly, because in various regions a lot of garbage is scattered, especially plastic, which can cause floods or other disasters. This research is expected to can help business people to create an efficient marketing plan that will attract consumers.

METHODS

Type of Research and Overview of the Population

This study uses explanatory research with a quantitative approach. According to Ghozali in Nurdianto & Ristanto's research (2023) Explanatory research can provide explanations related to the relationship between independent variables and dependent variables using hypothesis testing as the basis for analysis to obtain results on the model built [32]. So this research will later provide an explanation regarding the effect of green promotion, product innovation, and brand image on purchasing decisions for Le Minerale products. The population in this study are consumers who consume Le Mineral products in Sidoarjo.

Sampling Technique

This study uses nonprobability sampling techniques. Non-probability sampling is a sampling technique that does not provide equal opportunities for all elements or members of the population to be selected as samples [33]. More specifically, the sampling technique used is purposive sampling, which identifies respondents with appropriate sampling considerations. [34]. To determine the respondents, the researchers included criteria in this

study, namely divided into ages 17 to 40 years, who reside in Sidoarjo and consumers who know that Le Minerale conducts environmentally friendly promotional programs. To determine the number of respondents, researchers used the Lemeshow formula [35].

$$2(1 -)$$

$$= \frac{z^2 P(1 - P)}{d^2}$$

Information :

n = Number of samples

z = Moral table value with a certain alpha

P = Unknown proportion of population

d = Distance in both directions

The alpha used in this research was 95% or equal to 1.96. The unknown population number is 0.5 with a confidence level of 10%. The following is the sample calculation in this study [35].

$$z^2 P(1 - P)$$

$$= \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$= \frac{3,8416 \cdot 0,5(0,5)}{0,01}$$

$$= \frac{0,9604}{0,01}$$

$$= 96,04$$

$$= 96$$

From the sample calculation above, it was found that 96 people were consumers of Le Minerale products. Thus the sample in the study was rounded up to 100 respondents. The reason the sample is rounded to 100 people is because if one of the questionnaires contains less valid data then you can use more questionnaires. If all questionnaires or 100 data are declared valid, then the sample in this study is 100. The number of respondents of 100 people is considered sufficient. representative because it is greater than the minimum sample limit.

Data types and sources

The data source for this research uses primary data. Primary data is data collected directly from selected respondents at the research location. Primary data was obtained by giving questionnaires to consumers of Le Minerale Sidoarjo products. The questionnaire itself is a data collection method that presents a series of closed or open questions and statements that can be asked directly to respondents or asked for answers via the internet [36].

Data collection technique

The data collection technique in this research is using a questionnaire by distributing it to customers who consume Le Minerale brand AMDK. The questionnaire itself contains several questions which can later help researchers in presenting relevant data from respondents. This research instrument using a Likert scale with a questionnaire response procedure, for example No. 1 (strongly disagree), No. 2 (disagree), No. 3 (disagree), No. 4 (agree) and No. 5 (strongly agree). This makes it easier for respondents to answer the questionnaire given by researchers and makes it easier for researchers to collect data from respondents.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a statistical analysis used to test the relationship between the influence of more than one independent variable or estimator variable or independent variable on one dependent variable or dependent variable. At this stage the researcher analyzed the data from the research results by testing the questionnaire, namely testing validity and reliability. By using the following formula [37]:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Information:

Y = Dependent variable, namely purchasing decisions

a = Constant of the multiple regression linear equation

b₁ = Green promotion regression coefficient

X₁ = Green promotion variable

b₂ = Product innovation regression coefficient

X₂ = Product innovation variable

b₃ = Brand image regression coefficient

X₃ = Brand image variable

TEST INSTRUMENT DATA**Validity test**

The level of validity of an instrument is determined by a validity test. A high level of validity in a The instrument shows that the data is valid and can be interpreted as representing the variable the researcher wants to measure, and vice versa. In this study r tables were compared with techniques Corrected Item-Total Correlation contained in the SPSS application. Data is said to be valid if the value Corrected Item-Total Correlation greater or equal to r table, otherwise the data is invalid [33].

Reliability Test

Reliability testing determines whether data measurement findings are consistent or regular. This is done for use

find out whether or not the instrument is appropriate to use to measure respondents using SPSS. An instrument is said to be dependent if its value Cronbach alpha is greater than 0.60 or greater than the R table. [33]

Classic assumption test

In this research, the data test method uses normality, multicollinearity and heteroscedasticity tests.

Classic Assumption Test of Normality

Because a successful regression model has a normal or close to normal data distribution, the aim of the normality test is to find out whether the dependent variable and independent variables in the regression model have a normal distribution or not.[38]

Multicollinearity Test

A perfect linear relationship between some or all independent variables is called multicollinearity. Objective Multicollinearity testing is to find out whether the regression model identifies a correlation between the independent and dependent variables. There should not be any relationship between independent variables in the regression model [38]

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there are deviations from classical assumptions or not heteroscedasticity. The difference in error variance for each variable X is determined using the heteroscedasticity test. Regression analysis for both n shows that there is no homoscedasticity or heteroscedasticity. By using SPSS software, researchers used graphic methods in this research. [38].

Hypothesis testing**T test**

Between the tcount and ttable values using a specified degree of error of 5% or 0.05 as hypothesis testing. Thus, if the value of Tcount > ttable then there will be an influence on the dependent variable on the dependent variable and vice versa. [39].

Coefficient of Determination (R2)

This test aims to determine the extent to which fluctuations in the dependent variable can be explained by the model. The ability of the independent variable to explain variations in the dependent variable will be greatly reduced if the coefficient of determination value is small. On the other hand, if the coefficient of determination value is close to one, it means that almost all the information needed to predict the dependent variable is provided by the independent variable [39].

RESULTS AND DISCUSSION**Analysis Based on Respondent Characteristics****Descriptive Statistics**

Table 2. Descriptive Statistics Results

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	96	1	2	1.68	.470
Age	96	1	4	1.10	.423
Lives in Sidoarjo	96	1	2	1.01	.102
Environmentally friendly	96	1	2	1.03	.175
Valid N (listwise)	96				

The results of the descriptive analysis showed that there were 96 respondents in this study with several characteristics. Respondent characteristics based on gender have a mean value of 1.68 and Std. Deviation of 0.470 with a percentage of female gender of 69.9% and male gender of 30.1%. The characteristics of respondents based on age have a mean value of 1.10 and a standard deviation of 0.423. The percentage of respondents was 91.5% aged between 17-25 years, 3.9% aged 26-30 years, 1.3% aged 31-40 years, and 3.3% were >40 years old. The characteristics of respondents based on where they live in Sidoarjo have a mean value of 1.01 and a standard deviation of 0.102 with a percentage of respondents of 99% domiciled in Sidoarjo and 1% domiciled outside Sidoarjo. Characteristics of respondents based on knowledge regarding Le Minerale carrying out environmentally friendly programs has a mean value of 1.03 and a standard deviation of 0.175 with a percentage of respondents of 96.9% who know about Le Minerale's environmentally friendly program and 3.1% don't know about Le's environmentally friendly program Minerale.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results
Coefficients^a

Model		Unstandardized Coefficients B		Standardized Coefficients Beta	t	Sig.
			Std. Error			
1	(Constant)	1,736	2,249		.772	.442
	X1 (Green Promotion)	.423	.185	.206	2,281	.025
	X2 (Product Innovation)	.167	.139	.114	1,166	.037
	X3 (Brand Image)	.687	.108	.576	6,251	.000

a. Dependent Variable: Y1 (Purchase Decision)

Based on the table, the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.736 + 0.423 X_1 + 0.167 X_2 + 0.687 X_3 + e$$

Information:

Y = Dependent variable, namely purchasing decisions

a = Constant of the multiple regression linear equation

b₁ = Green promotion regression coefficient

X₁ = Green promotion variable

b₂ = Product innovation regression coefficient

X₂ = Product innovation variable

b₃ = Brand image regression coefficient

X₃ = Brand image variable

From this equation, the meaning and significance of the regression coefficient can be explained as follows:

a. Constant (a)

The positive constant value is 1.736 which indicates that without the influence of independent variables such as green promotion, product innovation and brand image, the value of the dependent variable purchasing decision remains constant at 1.736.

b. Green Promotion

Coefficient value between variables green promotion and purchasing decisions are positive at 0.423. This is meaningful both variables have a positive relationship. It can be concluded if the variable green promotion increase by one unit, the purchasing decision variable also increased by 0.423.

c. Product Innovation

The coefficient value between the product innovation variable and purchasing decisions is positive at 0.167. This is meaningful both variables have a positive relationship. It can be concluded that if the product innovation variable increases by one unit, the purchasing decision variable also increased by 0.167.

d. Brand Image

Coefficient value between variables brand image and purchasing decisions are positive at 0.687. This is meaningful both variables have a positive relationship. It can be concluded that if the brand image variable increases by one unit, the purchasing decision variable also increased by 0.687.

Test Instrument Data**Validity test**

The validity test is determined by the formula $df = (n-2)$, so that in this study $df = 96 - 2 = 94$. So r table in the vertical table 94 with a percentage of 5%, namely 0.200. If the calculated R value is smaller than the table R (0.200), then declared invalid, but if the calculated R value is greater than the R table (0.200) then it is declared valid.

Table 4. Validity Test Results

t	Indicator	R count	R Table	Information
Green Promotion (X1)	X1.1	. 657	0.200	Valid
	X1.1	. 702	0.200	Valid
	X1.2	. 549	0.200	Valid
	X1.2	. 621	0.200	Valid
Product Innovation (X2)	X2.1	. 732	0.200	Valid
	X2.1	. 719	0.200	Valid
	X2.2	. 516	0.200	Valid
	X2.2	. 624	0.200	Valid
	X2.3	. 635	0.200	Valid
	X2.3	. 631	0.200	Valid
Brand Image (X3)	X3.1	. 525	0.200	Valid
(X3)	X3.1	. 758	0.200	Valid
	X3.2	. 807	0.200	Valid
	X3.2	. 789	0.200	Valid
	X3.3	. 813	0.200	Valid

	X3.3	. 712	0.200	Valid
Decision Purchase (Y1)	Y1.1	. 803	0.200	Valid
	Y1.1	. 774	0.200	Valid
	Y1.2	. 373	0.200	Valid
	Y1.2	. 682	0.200	Valid
	Y1.3	. 279	0.200	Valid
	Y1.3	. 488	0.200	Valid
	Y1.4	. 740	0.200	Valid
	Y1.4	. 746	0.200	Valid

Based on this table, it can be seen that all statement items for the variables green marketing, brand image and purchasing decisions have $r_{count} > r_{table}$, namely 0.200, so that all statement items in the variables green promotion, product innovation, brand image and purchasing decisions are declared to have met the criteria. provisional value and can be declared valid so that it is suitable for use.

Reliability Test

In reliability testing, it can be measured using statistical tests Chronbach alpha provided that if value Chronbach alpha > 0.60 means the instrument is declared reliable.

Table 5. Reliability Test Results

	Cronbach's Alpha	R critical	Information
X1 (Green Promotion)	. 888	0.60	Reliable
X2 (Product Innovation)	. 855	0.60	Reliable
X3 (Brand Image)	. 828	0.60	Reliable
Y1 (Purchase Decision)	. 859	0.60	Reliable

Based on the results of reliability tests which have been carried out using the SPSS computer program to value Cronbach's Alpha of variables green promotion 0.888, product innovation 0.855, brand image 0.828, and purchase decision 0.859. It can be seen if the values of all variables are greater than 0.60 (> 0.60). So you can it was concluded that all variables were declared reliable

Classic assumption test

Normality test

The normality test is carried out to determine whether the data is normally distributed or not. This test can done by method non parametric one Kolmogorov Smirnov provided that if the significant value is < 0.05 then the data is not normal, whereas if the significant value is > 0.05 then the data is normally distributed One-Sample Kolmogorov-Smirnov Test

Table 6. Normality Test Results

Standardized Residuals

N		96
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.98408386
Most Extreme Differences	Absolute	.089
	Positive	.036
	Negative	-.089
Statistical Tests		.089
Asymp. Sig. (2-tailed)		.060 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

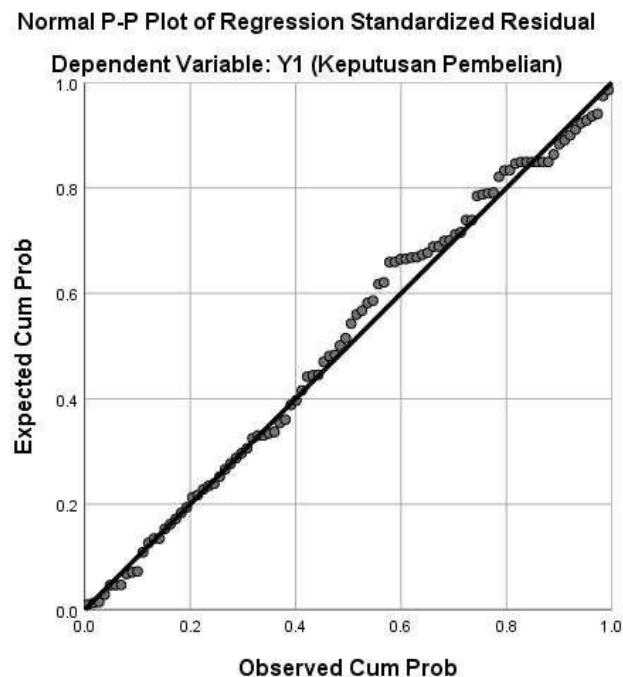


Figure 2. Plot of Regression Residual Results

Based on the results of the normality test, the significant value of the Kolmogorov Smirnov test is 0.060 (> 0.05), so it can be concluded that the data has a normal distribution. This result can also be seen from the results of the Plot of Regression Residual. Data is normally distributed if the data forms points that approach the diagonal line as follows This: The normal probability plot graph shows that the data spreads in the diagonal line area and follows direction of the diagonal line, so it can be concluded that the data is normally

distributed.

Multicollinearity Test

The multicollinearity test can be measured by knowing the value of the VIF (variance inflation factor). If the VIF value is smaller than 10 (<10) and the tolerance value is greater than 0.1 (>0.10), then it is stated that multicollinearity does not occur.

Table 7. Multicollinearity Test Results

		Coefficients ^a Collinearity Statistics	
Model		Tolerance	VIF
1	X1 (Green Promotion)	.425	2,354
	X2 (Product Innovation)	.363	2,756
	X3 (Brand Image)	.407	2,455

a. Dependent Variable: Y1 (Purchase Decision)

Based on the results of the multicollinearity test, it shows that the VIF value of the Green Promotion variable is 2,354 (<10) and a tolerance value of 0.425 (>0.10). The VIF value of Product Innovation is 2,756 (<10) and value tolerance is 0.363 (>0.10). The VIF value of the Brand Image variable is 2,455 (<10) and the tolerance value is 0.407 (>0.10). So it can be concluded that multicollinearity does not occur

Heteroscedasticity Test

The heteroscedasticity test is carried out to find out if the variable residuals are different from a study in the regression model. This test can be determined by the results of the regression graph method, provided that if The points spread out on the graph do not form a particular pattern, so heteroscedasticity does not occur

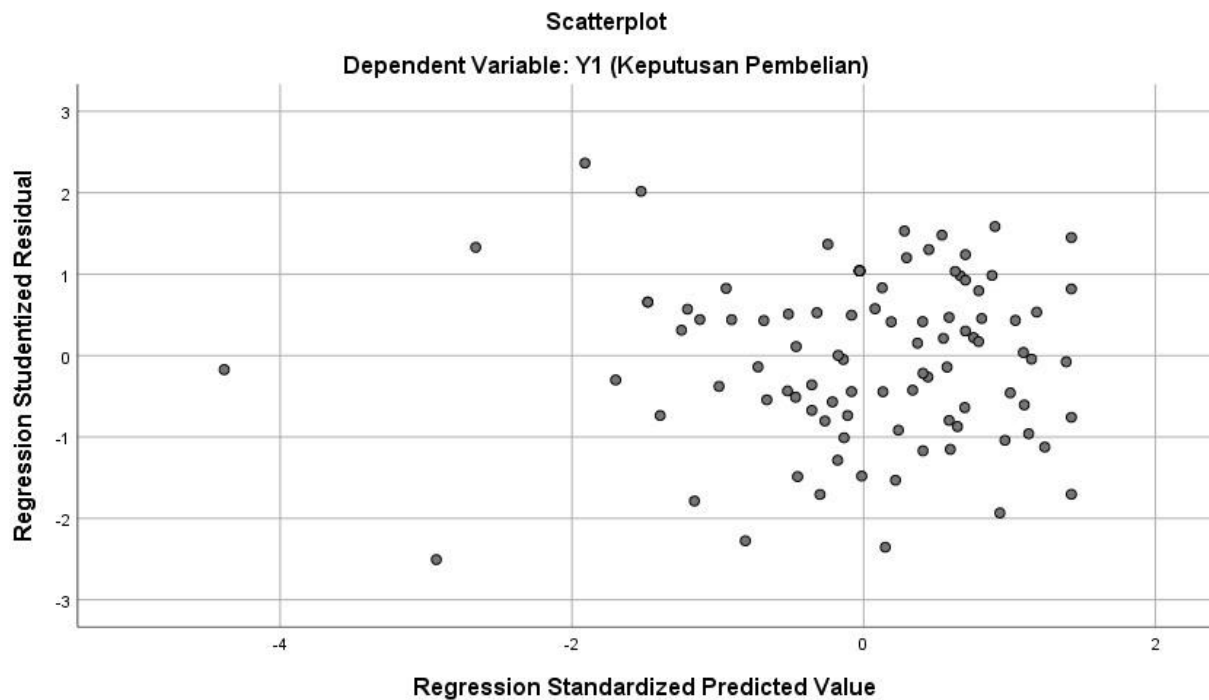


Figure 3. Heteroscedasticity Test Results

Based on the heteroscedasticity test, the distribution pattern of the points on the graph does not form a certain pattern and is spread out. It can be concluded that heteroscedasticity does not occur.

Hypothesis test**Partial Test (T Test)**Table 8. Partial Test (T Test) Results
Coefficientsa

Model		Unstandardized Coefficients B		Standardized Coefficients Beta	t	Sig.
			Std. Error			
1	(Constant)	1,736	2,249		.772	.442
	X1 (Green Promotion)	.423	.185	.206	2,281	.025
	X2 (Product Innovation)	.162	.139	.114	1,166	.037
	X3 (Brand Image)	.678	.108	.576	6,251	.000

a. Dependent Variable: Y1 (Purchase Decision)

1. Green Promotion Regarding Purchasing Decisions

Variable green promotion has a t-value of 2.281 and a significant value of $0.025 < 0.05$. Can be concluded that partially green promotion has a significant influence on purchasing decisions.

2. Product Innovation on Purchasing Decisions

The product innovation variable has a t-value of 1.166 and a significant value of $0.037 < 0.05$. Can It was concluded that partially product innovation had a significant effect on purchasing decisions.

3. Brand Image Regarding Purchasing Decisions

Variable brand image has a t-value of 6.251 and a significant value of $0.000 < 0.05$. Can concluded that partially brand image significant influence on purchasing decisions.

Table 9. Model Summary Results
Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 _a	.681	.671	3,223

a. Predictors: (Constant), X3 (Brand Image), X1 (Green Promotion), X2 (Product Innovation)

The test results above show that the R² value is 0.681 or 68.1%. It can be concluded that variable green promotion, product innovation and brand image can explain around 68.1% of the purchasing interest variable. The remaining 31.9% is explained by other variables not included in this study.

Discussion

Based on the results of the data processing above using SPSS, the results of each variable from green are known marketing, product innovation, and brand image on purchasing decisions as follows:

Green Promotion has a significant influence on purchasing decisions for Le Minerale products

The test results in this study show that there is a significant influence between green promotion on purchasing decisions. Based on the results of multiple linear regression analysis and the results of tests others show that the results are variable green promotion has a significant positive influence. Variable green promotion very supportive in research on purchasing decisions for Le Minerale products, so The green promotion variable itself is suitable for use in this research. the green promotion variable has a value t count is 2,281 which shows that there is a positive influence on purchasing decisions. Decision purchases are influenced by green promotion because the promotion carried out by Le Minerale was successful convey the message that the product uses raw materials that are safe for health and friendly environment. Consumers who care about the environment will tend to choose to buy these products. The results of this research are in line with the research of Novita Citani Sriratu & Alfifto, nd (2024) [40], that green promotion influence purchasing decisions.

Product innovation has a significant influence on purchasing decisions for Le Minerale products

The test results in this research show that there is a significant influence between product innovation on purchasing decisions. Based on the results of multiple linear regression analysis and the results of other tests. The results show that the product innovation variable has a significant positive influence. Product innovation variable very supportive in research on purchasing decisions for Le Minerale products, so it is variable. The product innovation itself is suitable for use in this research. The product innovation variable has a calculated t

value amounting to 2,166 which indicates a positive influence on purchasing decisions. Buying decision influenced by product innovation because product innovation carried out by Le Minerale is able to influence decisions purchases by creating product packaging that is environmentally friendly and can prevent global problems warming, as well as making disposable bottles to maintain existing mineral content. Caring consumers towards the environment will tend to choose to buy the product. The results of this study are in line with research by Anggara et al., (2022) [41], shows that product innovation influences purchasing decisions.

Brand image has a significant effect on purchasing decisions for Le Minerale products

The test results in this study show that there is a significant influence between brand image on purchasing decisions. Based on the results of multiple linear regression analysis and the results of other tests shows the results that the variable brand image has a significant positive influence. Variable brand image very supports research on purchasing decisions on Le Minerale products, so that it is variable brand image itself is suitable for use in this research. Variable brand image has a calculated t value of 6,251 which shows a positive influence on purchasing decisions. Purchasing decisions are influenced by brands image. Because brand image from the Le Minerale company is very good in the eyes of the public because of this company able to create environmentally friendly products and prioritize consumer safety, comfort and health when consuming Le Minerale products. So it is able to create a positive perspective in the eyes of consumers so that influence purchasing decisions. The results of this research are in line with research by Arianty Nel & Ari Andira (2021) [42], that brand image influence purchasing decisions.

CONCLUSION

Fundamental Finding: This study demonstrates that green promotion, product innovation, and brand image significantly and positively influence purchasing decisions for Le Minerale products. Specifically, green promotion fosters consumer awareness of environmental sustainability, product innovation adds value through eco-friendly packaging, and brand image enhances consumer trust in the company's commitment to environmental responsibility. **Implication:** These findings suggest that businesses can drive consumer purchasing behavior by integrating environmentally friendly practices into their marketing and product strategies. **Limitation:** The research is limited to consumers in Sidoarjo, which may affect the generalizability of the results to other regions. **Further Research:** Future studies should expand the geographical scope and consider additional variables, such as green marketing, price perception, and product quality, to deepen the understanding of purchasing decisions in broader contexts.

REFERENCES

- [1]. "https://www.leminerale.com/article/detail/Le-Minerale-Ajak-Masyarakat-More-Peduli-PeduliSampah-Lewat-Program-Plastic-Pay".
- [2]. "https://www.topbrandaward.com/komparasi_brand/cepat?id_award=1&id_category=2&id_subcategory=432".
- [3]. Y. Restiani Widjaja, "The Influence of Product Innovation, Promotion, and Service Quality on Motorcycle Purchasing Decisions," 2023. [Online]. Available: <https://ejurnal.ars.ac.id/index.php/jsm/index>
- [4]. B. Agustarinda and S. Pertiwi, "The Influence of Green Marketing and Social Media Marketing Strategies on the Decision to Purchase Local T-Shirts for Kerjodalu Raya Sulistyowati," *Journal of Commerce Education (JPTN)*, vol. 9, 2021.
- [5]. Maryati and M. Khoiri, "The Influence of Product Quality, Service and Promotion

- on Purchasing Decisions for the Time Universe Studio Online Store," *Journal of Economics and Business*, vol. 11, pp. 542–550, 2022.
- [6]. R. Maghribi, "The Effect Of Halal Awareness And Perceived Quality On The Decision To Purchase Snacks With Brand Image As A Mediating Variable," *Journal of Business Economics and Entrepreneurship (JEBIK)* 2022, vol. 11, no. 1, pp. 116–130, 2022, doi: 10.26418/jebik.v11i1.51179.
- [7]. FP Simbolon, ER Handayani, and M. Nugraedy, "The Influence of Product Quality, Price Fairness, Brand Image, and Customer Value on Purchase Decision of Toyota Agya Consumers: A Study of Low Cost Green Car," *Binus Business Review*, vol. 11, no. 3, pp. 187–196, Nov. 2020, doi: 10.21512/bbr.v11i3.6420.
- [8]. N. Made, SE Dewi, G. Ayu, and K. Giantari, "JUIMA: Journal of Management Science THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF GREEN MARKETING ON PURCHASE DECISIONS FOR SENSATIA
- [9]. BOTANICALS IN DENPASAR," *JUIMA*, vol. 2, no. 2, 2022, [Online]. Available: www.uksusa.org,
- [10]. ME Nandaika and NNR Respati, "The Role of Brand Image in Mediating the Influence of Green Marketing on Purchasing Decisions (Study on Uniqlo brand fashion products in Denpasar)," *Udayana University Management E-Journal*, vol. 10, no. 6, p. 539, Jun. 2021, doi: 10.24843/ejmunud.2021.v10.i06.p02.
- [11]. AW Setiawan, M. Fadhillah, L. Tria, and H. Hutami, "Reslaj: Religion Education Social Laa Roiba Journal Improving Purchasing Decisions Through Product Innovation, Product Quality and Image Brands in Mixue Yogyakarta", 2024. doi: 10.47476/reslaj.v6i3.4846.
- [12]. IN Nurcaya, "Ethnocentrism Attitudes Moderate the Influence of Product Knowledge, Brand Image and Lifestyle on MSME Product Purchasing Decisions," *Matrix: Journal of Management, Strategy Business and Entrepreneurship*, vol. 14, no. 1, p. 54, Feb. 2020, doi: 10.24843/matrik:jmbk.2020.v14.i01.p06.
- [13]. A. MUSYAFFA, "The Role of Brand Image in Mediating the Influence of Green Promotion on Purchasing Decisions (Study of Le Minerale Consumers at Muhammadiyah University Yogyakarta)," 2023.
- [14]. L. Nur Indah Sari Nasution, S. Alhamra Salqaura, H. Catur Putera Hasman, F. Economics and Business, U. Medan Area, and S. Utara, "Effect of Green Product and Green Promotion on Tupperware Purchase Decisions in the Community in Tapan Dolok District. Effect of Green Product and Green Promotion on Tupperware Purchase Decisions in Communities in Tapan Dolok District," 2023. [On line]. Available: <http://journal.yrpioku.com/index.php/msej>
- [15]. SW Monica, S. Soebandhi, and A. Wulandari, "The Influence of Brand Images, Social Media Marketing, Prices and Reference Groups Towards Buying Decision In Swiwings Narotama Outlet Surabaya," *Quantitative Economics and Management Studies*, vol. 1, no. 3, June. 2020, doi: 10.35877/454ri.qems1386.
- [16]. Y. Restiani Widjaja, "The Influence of Product Innovation, Promotion, and Service Quality on Motorcycle Purchasing Decisions," 2023. [Online]. Available: <https://ejurnal.ars.ac.id/index.php/jsm/index>
- [17]. E. Widiastuti and D. Mardiyanto, "ANALYSIS OF THE INFLUENCE OF PRODUCT INNOVATION, BRAND IMAGE, AND DIGITAL STRATEGY ON THE PURCHASING DECISIONS OF MILK LAB CONSUMER IN SUKOHARJO," 2024.
- [18]. VE Raturandang and J. Lapijan, "The Influence Of Lifestyle, Product Innovation And

- Viral Marketing On Purchase Decisions For Ms Glow Skincare Products at Reseller 45 Market Manado." 2022.
- [19]. B. Agustarinda and S. Pertiwi, "The Influence of Green Marketing and Social Media Marketing Strategies on the Decision to Purchase Local T-Shirts for Kerjodalu Raya Sulistyowati," *Journal of Commerce Education (JPTN)*, vol. 9, 2021.
- [20]. Maryati and M. Khoiri, "The Influence of Product Quality, Service and Promotion on Purchasing Decisions for the Time Universe Studio Online Store," *Journal of Economics and Business*, vol. 11, pp. 542–550, 2022.
- [21]. P. Jamila and S. Siregar, "The Influence of Brand Image and Lifestyle on Purchase Decisions," *Almana: Journal of Management and Business*, vol. 6, no. 1, pp. 9–19, Apr. 2022, doi: 10.36555/ almana.v6i1.1647.
- [22]. AG Ramadani and E. Rachmawati, "The Influence of Brand Awareness, Brand Association, Brand Image, and Word of Mouth on Samsung Smartphone Purchase Decisions," vol. 8, no. 1, 2022, doi: 10.21070/ jbmp.v8vi1.1610.
- [23]. RA Ginting, A. Angelia, T. Salsabila, S. Damero, R. Primananda, and K. Setyo, "The Influence of Green Marketing, Product Innovation and Brand Awareness on Purchasing Decisions (Case Study: PT Unilever Indonesia Tbk)," vol. 1, no. 4, 2023, doi: 10.38035/jim.v1i4.
- [24]. M. Aidil, S. Siregar, and A. Widodo, "The Influence of Environmental Awareness and Green Promotion on Decisions to Purchase Aqua Drinking Water in Medan City with Eco-Label as Mediation Variables." 2021. [On line]. Available: <https://lingngkunganlive.co/problem-lingungan-Hidup->
- [25]. S. Slamet, I. Perwira, and S. Lasharan Jaya, "Mirai Management Journal The Influence of Product Innovation and Online Media Promotion on Consumer Purchasing Decisions (Online Customer Survey Cake Box)," *Mirai Management Journal*, vol. 7, no. 3, pp. 452–460, 2022, doi: 10.37531/mirai.v7i3.2492.
- [26]. E. Syerin, D. Mavilinda, and A. Susanti, "The Influence of Product Quality, Product Innovation and Brand Image on the Purchase Decision of Reject Angin During the Pandemic in Surakarta," *Journal of Economic Appreciation*, vol. 10, no. 2, 2022, pp. 213–221.
- [27]. AP Wijaya and IT Annisa, "The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions," *Journal of Economic Business Analysis*, vol. 18, no. 1, pp. 24– 35, May 2020, doi: 10.31603/bisnis Ekonomi.v18i1.3077.
- [28]. N. Shafira, M. Sarma, and IR Johan, "Factors Influencing Consumer Purchase Decisions for Aqua Life Indonesia Products: Analysis of Ecolabel Awareness, Green Marketing Mix, and Brand Image," *Journal of Management and Agribusiness*, Jul. 2022, doi: 10.17358/jma.19.2.274.
- [29]. A. Tussyaidah, "THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON DECISIONS TO PURCHASE LE MINERALE PRODUCTS, SEMARANG CITY," 2023. [Online]. Available: <https://ejournal3.undip.ac.id/index.php/jiab>
- [30]. "https://info3r.menlhk.go.id/dashboard".
- [31]. S. Sapta Anggraini, "The Influence of Green Marketing and Brand Image on Purchase Decisions for Le Minerale Products," *Scientific Journal of Management Science*, vol. 2, no. 1, pp. 2656–6265, 2023.
- [32]. AD Nurdianto and H. Ristanto, "International Seminar and Call for Papers 2023 for High Schools Economic Sciences-Semarang The Influence of Product Innovation, Product Quality and Brand Image on MSME Product Purchasing Decisions in

- Kendal Regency," 2023. [Online]. Available: www.disdagkopukm.kendalkab.go.id.
- [33]. A. Zahriyah, Ms. Suprianik, Ms. Agung Parmono, Ms. Mustofa, and Ms. Suprianto, *ECONOMETRICS Techniques and Applications with SPSS*. 2021.
- [34]. KASP Ayu Naina Maulidia, "Green marketing, Brand Image and its Influence on Purchasing Decisions," *JIMEA | MEA Scientific Journal (Management, Economics and Accounting)*, vol. 7, pp. 383– 398, 2023.
- [35]. D. Nurita, L. Indayani, RE Febriansah, and Mochamad Rizal Yulianto, "The Role of Social Media Instagram The Role of Instagram Social Media, Celebrity Support, And Oral Communication Against Interest in Buying Pilot Products," 2023.
- [36]. JSMNF Andrianata Mufid, "The Influence of Brand Image, Price, and Location on Consumer Purchasing Decisions at Gatsu Probolinggo Grilled Fish Restaurant," *Journal of Economics & Sharia Economics*, vol. 5, pp. 1–9, 2022.
- [37]. JA Yasmeri, "THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON PURCHASING DECISIONS AT THE ORGANIC CHICKEN BRANCH OF PT. ELHA NARITA PERKASA PEKANBARU." 2021.
- [38]. H. Wawan. RCF Subagyo, "The Influence of Product Quality, Price and Brand Image on the Decision to Purchase Drinking Water in the AQUA Brand Package in Pabuaran Village, Bogor," *Economicus*, vol. 14, pp. 78–89, 2020.
- [39]. N. Uliffirmanniati Putri and S. Ernawati, "Analysis of the Effect of Product Innovation and Price on Purchasing Decisions," vol. 1, no. 2, p. 339, 2022, doi: 10.56248/jamane.v1i2.29.
- [40]. S. Maryana and B. Permatasari, "The Influence of Promotion and Product Innovation on Purchasing Decisions (Case Study of a New Indonesian Ice Tea Outlet in Bandar Lampung)," 2021.
- [41]. Novita Citani Sriratu and Alfifto, "The Effect of Green Products and Green Promotion on Purchasing Decisions on Tupperware Products (Case Study in Kisaran) The Effect of Green Product and Green Promotion On Consumer Purchasing Decisions (Case Study in Kisaran)," *Scientific Journal of Management and Business (JIMBI)*, vol. 5, no. 1, pp. 13–21, 2024, doi: 10.31289/jimbi.v5i1.4321.
- [42]. O. Anggara, I. Anggriani, and A. Rahman, "The Influence of Product Innovation and Promotion on Purchasing Decisions at Historia Cafe and Royal Kitchen Manna South Bengkulu," *Dehasen Multimedia Journal*, vol. 1, no. 1, pp. 129–140, 2022.
- [43]. Arianty Nel and Ari Andira, "The Influence of Brand Image and Brand Awareness on Purchasing Decisions," *MANEGGIO: Master of Management Scientific Journal*, vol. 4, pp. 39–50, 2021.