

The Influence of Green Product, Green Advertising, And Health Consciousness on Purchasing Decision of Ades Brand Bottled Drinking Water (AMDK) Products In Mataram City

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ABSTRACT

This research aims to analyze the influence of Green Product, Green Advertising, And Health Consciousness on Purchasing Decision of Ades Brand Bottled Drinking Water (AMDK) Products In Mataram City. The data collection method uses a questionnaire. Population of 100 respondents with a sample of 100. The analysis method uses multiple linear regression analysis using the Statistical Package for The Social Sciences (SPSS) tool. The results of the research show that first, Green Product has a positive and significant effect on Purchasing Decision. Second, Green Advertising has a positive and significant effect on Purchasing Decision. Third, Health Consciousness has a positive and significant effect on Purchasing Decision. The research results can be used as a basis for improving Green Product, Green Advertising, and Health Consciousness in deciding to purchase Ades brand bottled drinking Water (AMDK) Products in Mataram City.

Keywords: *Green Product, Green Advertising, Health Consciousness, Purchasing Decision*

1. INTRODUCTION

Water is an essential source of life for living organisms. With water, we can carry out our daily activities and consume it to maintain our body's health and sustain life. However, over time, the availability of clean water is decreasing, especially for consumption. One of the causes is the diminishing infiltration areas of water in large cities due to the effects of dense settlements and industries or the use of environmentally unfriendly technologies, hence Packaged Drinking Water (PDW) is becoming the primary choice for the community.

The business opportunity for Packaged Drinking Water (PDW) in Indonesia is continuously increasing along with the growth in the number of people adopting a healthy lifestyle. Consequently, the demand for packaged drinking water continues to rise year by year. According to databox data, sales of packaged drinking water have increased by 40% over the last 5 years, with an annual growth rate of 6.9%.

With the increasing demand for water by humans, the negative impact of Packaged Drinking Water (PDW) is the rising amount of plastic waste. According to data cited from idntimes.com, waste in Indonesia reached 68.5 million tons in the middle of 2022, with plastic waste contributing 17% of the total waste, amounting to 11.6 million tons. Most of this plastic waste comes from marketed products and is difficult to decompose.

The increasing productivity of waste each year has raised awareness of using and consuming environmentally friendly products. This is evidenced by a shift in business approaches that now pay attention to the state of the natural environment, known as green marketing. According to Irandust & Bamdad (2014), green marketing is a marketing strategy that supports the environment by creating benefits for it, based on consumer expectations.

Through the concept of green marketing, businesses can create incentives for consumers to make purchasing decisions regarding their products. In order to generate purchasing decisions using the green marketing concept, the products produced must be environmentally friendly, often referred to as green products. According to Ridwan et al. (2018), a green product is one that is designed and processed in a way to reduce environmental pollution effects, both in the production process, distribution, and consumption.

In efforts to campaign or promote green products, one can utilize environmentally friendly advertisements, often referred to as green advertising. According to Santoso & Fitriani (2016), green advertising is a strategy aimed at promoting products while considering environmental sustainability to attract environmentally conscious consumers in meeting their needs and desires.

The use of green advertising can indirectly raise awareness to always maintain health, also known as health consciousness, to prevent the body from various diseases. Rahma Yona (2020) explains that health consciousness refers to an individual's awareness in doing something for a healthier life. If a person's level of health consciousness is high, they will strive to take actions or achieve things that can influence their health.

One example of a bottled drinking water company that applies the concept of green marketing as its marketing strategy is PT. Coca-Cola Bottling Indonesia, or The Coca-Cola Company, with its Ades brand bottled drinking water. In 2012, the company began implementing green marketing for the Ades product. This was demonstrated by changing the Ades packaging, which was originally blue with relatively thick plastic, to green packaging that uses less plastic and contains only 8% of the plastic used in the previous bottle, making it easier to crush and saving space in trash bins. This results in fewer carbon emissions when the waste is transported.

In its promotion, The Coca-Cola Company uses the slogans "Choose, Drink, Crush" and "Small Steps Make a Difference" for the Ades product. These slogans are aimed at young people, who are Ades' target consumers, encouraging them to make a change, be open to new opportunities, and be ready to take concrete actions.

The Indonesian government has undertaken various efforts to reduce plastic waste in Indonesia, one of which is promoting go green and zero waste movements. The aim is to encourage the public to help reduce the use of plastic containers and to use environmentally friendly materials or equipment in their daily lives.

The promotion of the go green movement certainly creates opportunities for companies that implement green marketing concepts, such as the Ades bottled drinking water brand. However, according to data from the Top Brand Award, the market share for bottled drinking water is dominated by Aqua, while Ades has not yet managed to become the market leader, despite its marketing strategy of offering more environmentally friendly products.

2. RESEARCH METHODS

The type of research used in this study is a causal associative research method with a quantitative approach. This study uses a quantitative approach because the data used to analyze the relationships between variables is expressed in numbers or numerical scales (Ferdinand, 2014). The data collection method used in this study is a sample survey. The data collection techniques employed are online surveys and questionnaires. The online survey consists of an online questionnaire containing statements required for the study, which are then processed using SPSS for data analysis and Excel for data organization. Meanwhile, the secondary data used in this study includes websites, journals, books, and other publicly published sources.

3. RESULTS AND DISCUSSIONS

Based on the respondent data, all 100 respondents showed that 54 respondents (54%) were male, while 46 respondents (46%) were female. In terms of age, the dominant group was respondents aged 17-27 years, with a total of 83 respondents (83%). Regarding occupation, the dominant respondents were students with a total of 66 respondents (66%). Furthermore, based on the district category in Mataram City, the majority of respondents lived in Mataram District, with a total of 29 respondents (29%). Lastly, in terms of monthly expenditure, the dominant respondents were those with a monthly expenditure of less than Rp 1,000,000, with a total of 55 respondents (55%).

Based on the testing results regarding the validity and reliability of the instrument, it indicates that all items are deemed valid and reliable, as evidenced by the significance value of the calculated r being greater than the r -table (0.361) and the Cronbach's Alpha value being greater than the standard value (0.60).

Based on the testing results regarding the Classical Assumption Test consisting of Normality Test, Multicollinearity Test, Heteroskedasticity Test, and Multiple Linear Regression Analysis, it is found that all variable data meet the classical assumption tests, as evidenced by the significance value being greater than 0.05 (Kolmogorov-Smirnov test). Furthermore, the Tolerance value is greater than 0.10, the VIF is less than 10, and the significance value is greater than 0.05 (Glejser test).

Based on the hypothesis testing results, which include the T-test, F-test, and Coefficient of Determination test, it is found that all variable data meet the hypothesis tests. This is evidenced by the calculated T-value being greater than the T-table value (1.985), with a significance value less than 0.05. Additionally, the calculated F-value is greater than the F-table value (2.70), with a significance value less than 0.05.

3.1. The Influence of Green Product on Purchase Decision

Based on this research, it was found that the Green Product variable has a positive and significant influence on the Purchase Decision of the Ades bottled drinking water brand. This was derived from the T-test results, where 3 indicators, namely product perception, product packaging, and product labeling, were found to have a positive and significant impact. This aligns with the results of the multiple linear regression analysis, where the Green Product variable can increase purchase decisions by 58.2% for every marketing strategy effort made. The coefficient of determination analysis yielded a value of 78.9%, indicating that the independent variable can explain the purchase decision variable well. This means that the higher the Green Product or the greener a product is, the higher the purchase decision for that product. This is because Green Product creates a positive and favorable perception by conveying a sense of care and love for the environment, thus influencing purchase decisions.

3.2. The Influence of Green Advertising on Purchase Decision

Based on this research, it was found that the Green Advertising variable has a positive and significant influence on the Purchase Decision of the Ades bottled drinking water brand. This was derived from the T-test results, where 3 indicators, namely attitude towards advertisements, informative advertisements, and advertisement effectiveness, were found to have a positive and significant impact. This aligns with the results of the multiple linear regression analysis, where the Green Advertising variable can increase purchase decisions by 56.7% for every marketing strategy effort made. The coefficient of determination analysis yielded a value of 78.9%, indicating that the independent variable can explain the purchase decision variable well. This means that the higher the Green Advertising or the greener an advertisement for a product is, the higher the interest in creating a purchase decision for that product. This is because Green Advertising creates a positive and favorable perception by conveying a sense of care and love for the environment, thus influencing purchase decisions.

3.3. The Influence of Health Consciousness on Purchase Decision

Based on this research, it was found that the Health Consciousness variable has a positive and significant influence on the Purchase Decision of the Ades bottled drinking water brand. This was derived from the T-test results, where 3 indicators, namely self-health awareness, personal responsibility, and health motivation, were found to have a positive and significant impact. This aligns with the results of the multiple linear regression analysis, where the Health Consciousness variable can increase purchase decisions by 25.3% for every marketing strategy effort made. The coefficient of determination analysis yielded a value of 78.9%, indicating that the independent variable can explain the purchase decision variable well. This means that the higher the Health Consciousness or the level of health awareness of the consumers themselves, the higher the interest in creating a purchase decision for a product. This is because Health Consciousness creates a positive and favorable perception by conveying a sense of care and self-love, thus influencing purchase decisions for products perceived to provide beneficial effects for oneself.

4. CONCLUSION

This study was conducted to determine the influence of Green Product, Green Advertising, and Health Consciousness on the Purchase Decision of Ades bottled drinking water products in Mataram City. The study involved 100 respondents who decided to buy or consume Ades drinking water in the past year. Based on the tested data, the following conclusions can be drawn:

- a. The analysis results confirm that Green Product has a positive and significant impact on the purchase decision of Ades products in Mataram City. A good implementation of Green Product can increase consumers' purchase decisions for Ades.
- b. The analysis results show that Green Advertising has a positive and significant impact on the purchase decision of Ades products in Mataram City. Therefore, attractive Green Advertising can increase the purchase decisions of Ades consumers.
- c. The analysis results show that Health Consciousness has a positive and significant impact on the purchase decision of Ades products in Mataram City. In other words, the higher a person's health consciousness, the more likely they are to choose to buy Ades products as a healthy and environmentally friendly option.

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