GREEN MARKETING: STRENGTHEN THE BRAND IMAGE AND INCREASE THE CONSUMERS' PURCHASE DECISION

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Abstract. This study aims to determine how much influence green marketing toward consumers' purchase decision mediated by brand image of Ades mineral water in Jabodetabek. The type of research used in this study is descriptive with a quantitative approach. The variables in this study are green marketing, brand image and purchase decision. The population in this study is consumers who have bought and consumed Ades mineral water. This study uses 268 people as samples selected by non-probability sampling method. This study uses Descriptive and Structural Equation Modeling analysis to analyze data with the help of SPSS and AMOS software. The results of this study indicate that 1) green marketing directly has a significant influence toward brand image of Ades mineral water, 2) green marketing directly has a significant influence toward purchase decision of Ades mineral water, 3) brand image directly has a significant influence toward purchase decision of Ades mineral water, and 4) green marketing indirectly has a significant influence toward purchase decision of Ades mineral water through brand image as a mediating variable.

Keywords: Green Marketing, Brand Image, Purchase Decision

Abstrak. Penelitian ini bertujuan untuk mengetahui seberapa besar pemasaran ramah lingkungan mempengaruhi keputusan pembelian konsumen yang dimediasi oleh citra merek air mineral Ades di Jabodetabek. Jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kuantitatif. Variabel dalam penelitian ini adalah pemasaran ramah lingkungan, citra merek, dan keputusan pembelian. Populasi dalam penelitian ini adalah konsumen yang telah membeli dan mengkonsumsi air mineral Ades. Penelitian ini menggunakan 268 responden sebagai sampel yang dipilih dengan metode *non-probability sampling*. Penelitian ini menggunakan analisis permodelan deskriptif dan SEM untuk menganalisis data dengan bantuan perangkat lunak SPSS dan AMOS. Hasil penelitian ini menunjukkan bahwa 1) pemasaran ramah lingkungan secara langsung memiliki pengaruh signifikan terhadap citra merek air mineral Ades, 2) pemasaran ramah lingkungan secara langsung memiliki pengaruh signifikan terhadap keputusan pembelian air mineral Ades, 3) citra merek secara langsung memiliki pengaruh signifikan terhadap keputusan pembelian air mineral Ades, dan 4) pemasaran ramah lingkungan secara tidak langsung memiliki pengaruh signifikan terhadap keputusan pembelian air mineral Ades melalui citra merek sebagai variabel mediasi.

Kata kunci: Pemasaran Ramah Lingkungan, Citra merek, Keputusan Pembelian

INTRODUCTION

Green marketing is the latest issue that related to how companies participate in maintaining environmental sustainability, which will also have an impact on the company's brand image (Yeng & Yazdanifard, 2015). Green Consumer forces the industry to care more about the environment and be able to create environmentally friendly products (Sharma & Trivedi, 2016). However, not all companies pay attention to the environment (Sibarani & Genoveva, 2019). Even there are some companies that pollute the environment in their marketing activities (Dwipamurti, Mawardi, & Nuralam, 2018). By carrying out green marketing activities, the company's brand image will increase and ultimately influence consumer purchasing decisions (Nguyen & Nguyen, 2018).

Ridwan, Fauzi, and Bafadhal (2018) explained that currently the use of plastic as packaging material is problematic, it is because plastic waste takes a very long time to break down completely. For conventional plastic materials it takes around 500 - 1,000 years to decompose in the soil. The difficulty of decomposition makes plastic waste pile up and cause increasing environmental pollution. In addition, waste is a big problem because of the increasing number and is not supported by an adequate recycling system. This happened in various countries, both developed and developing countries, including Indonesia (Genoveva, 2016). Indonesia is listed as the number 2 contributor to plastic waste in the world since 2010, even in 2018 plastic waste has reached 3.22 million tons (Choirun, 2018). The experts said that without improvement in waste management, it is feared that the amount of plastic waste will increase tenfold by 2025.

Table 1. The Biggest Marine Polluters

Rank	Country	Plastic Waste in Million Tons	Percentage of Global Plastic Waste
1	China	8.82	27.7
2	Indonesia	3.22	10.1
3	Philiphines	1.88	5.9
4	Vietnam	1.83	5.8
5	Sri Lanka	1.59	5.0
6	Thailand	1.03	3.2
7	Egypt	0.97	3.0
8	Malaysia	0.94	2.9
9	Nigeria	0.85	2.7
10	Bangladesh	0.79	2.5

Source: Choirun, 2018

The awareness of the customer influence of their knowledge about environment (Joshi, 2017). That is very important for company to educate the customers about their eco-friendly product. However, green lifestyle has not been strongly embedded in the Indonesian way of life (Chairy et al, 2019).The increasing public awareness of green

products plays an important role in providing challenges and opportunities for companies to produce goods or services (Istantia, Kumadji, & Hidayat, 2016). According to Genoveva & Levina (2019), companies must begin to pay attention to the pattern of business-oriented approach to the environment, starting from green environment, green product, green brand, green packaging, green advertising, green price and green place, which is known as '*green marketing'*.

Green marketing is used as an alternative strategy in an effort to meet consumer needs and as a form of concern for environmental sustainability. In addition, green marketing also gives added value to the company's image in increasing competitiveness (Simao & Lisboa, 2017). As Manongko and Kambey (2018) said that marketing based on environmental sustainability is a potential and strategic opportunity that has multiple benefits. However, Joshhi & Rahman (2015) explained that companies that implement green marketing are still not environmentally oriented. That is why the growth of environmentally friendly products seems slow.

The Coca Cola Company is committed to innovating in the use of sustainable packaging in Ades mineral water. The Coca Cola Company revitalized its strategy by transforming the brand image of Ades mineral water into an environmentally friendly product. Ades mineral water launches new packaging, logo and unique advertisements to attract markets for young people aged 20-30 who are concern about green behavior intention (Sukha, 2019; Genoveva & Syahrivar, 2020). The Coca Cola Company replaces the packaging of 600 ml bottles of Ades mineral water by reducing 8 percent of material packaging plastic so that it is thinner, lighter and easily crushed than the previous bottles. The smaller volume of empty bottles after being crushed will save space in the trash and produces a smaller carbon emission footprint when transported. Nguyen & Nguyen (2018) stated that green product will increase the company brand image.

In general, the awareness of a green product will strengthening the company brand image through advertising (Alamsyah et al, 2020). In the same words come from Gregory et al (2017), customers will be pay more for the environment friendly product. Ades mineral water itself issues the concept of environmental care with a short broadcast time. The duration is only 15 seconds with the narrative '*Choose, Drink, Crush*' and with the slogan *'Ades small steps give change'* becomes the jargon of Ades mineral water ad (DetikFood, 2012). This ad differentiates with other mineral water advertisements which usually display freshness and enjoyment of the taste of drinks. By using this ad, Ades mineral water has a mission to make Indonesia better through simple actions for the environment.

In addition, although The Coca Cola Company has implemented green marketing program on Ades mineral water, the brand image of Ades mineral water has not increased significantly and has even declined. This can be seen based on the results of Top Brand Index presented in table 2 below.

Table 2. Top 4 Brand Index AMDK 2016-2019

Brand	2016	2017	2018	2019
Aqua	73.4	73.3	63.9%	61%
Club	3.4	4.5	3.4%	5.1%
Ades	3.4	4.1	7.6%	6%

Source: Developed by researchers, from Top Brand Award (2016-2019)

Based on the table 2 above, it can be concluded that after the Ades brand implemented green marketing program, in 2018 Ades increased their brand index from 4.1% to 7.6%, however in 2019 the brand index decreased to 6%. Based on this problem, researchers will be finding whether there is an effect of green marketing on brand image and purchasing decisions.

LITERATURE REVIEW

Green Marketing. Green marketing is an effort made by company in to do all of their activities, including designing, promoting, pricing and distributing products that do not harm the environment (Hasan & Ali, 2015; Hung et al. (2015). This definition is supported by Mahmoud (2018), he states that green marketing is all marketing activities by being environmentally responsible, that is by reducing a negative impact on the environment. Furthermore, some of researchers (Kumar, 2015; Sharma & Trivedi, 2016; Nguyen et al, 2019) also stated that green marketing is all activities designed to produce and facilitate all changes that are expected to satisfy human needs and desires with minimal impact on the destruction of the natural environment. Therefore, it can be concluded that green marketing is not only offers environmentally friendly products, but also includes changes in the production, packaging, advertising and other activities that do not harm the environment.

According to Genoveva & Levina (2019), green marketing is also part of the overall corporate strategy because it must implement a conventional marketing. Where the difference between the green marketing mix with the conventional marketing mix lies in the environmental approach. The green marketing mix consists of: 1) Green Product, 2) Green Price, 3) Green Place, and 4) Green Promotion.

Companies that use green marketing tend to find it easier to increase their brand image (Sohail, 2017., Nguyen & Nguyen, 2018., Ridwan, Fauzi & Bafadhal, 2018). With increasing consumer awareness of the environment, the selection of green products has become part of the lifestyle for green consumers (Genoveva & Syahrivar, 2020., Liu, Teng & Han, 2020). The trend of companies using green marketing to strengthen their brand image has become a positive issue among companies (Yeng & Yanitzar, 2016., Wang, Chen & Chen, 2016). Based on these arguments, the authors formulate the following hypothesis:

H_1: Green marketing directly has a significant influence toward brand image of Ades mineral water.

Purchase Decision. According to Hung et al (2015) and Wang et al. (2016) purchase decision is an evaluation process carried out by consumer using their knowledge of two or more alternative product choices and choosing one of them. This explanation is supported by Schiffman, Kanuk, and Wisenblit (2014), they states that purchase decision is a process where consumer evaluate several alternative choices and choose one that is needed based on certain considerations.

Dwipamurti, Mawardi, and Nuralam (2018) suggest that purchase decision is a provision to identify all possible choices in solving problems and assess choices systematically and objectively with the aim of determining the benefits and losses that will be incurred. This definition is made clear by Mahmoud (2018), he states that purchase decision is a process where consumers know the problem, find information about a particular product or brand and evaluate each of these alternatives well to solve the problem, which then leads to a purchasing decision. Based on these explanations, it can be concluded that purchase decision is a decision-making process that begins with the introduction of problems, evaluates them and decides which products best suit their needs. As Kotler and Armstrong (2016) said that purchase decision is a stage in the buyer's making decision process where consumers actually buy.

According to Kotler and Armstrong (2016), the stages in the purchasing decision process are divided into 5 stages, they are as consist of 1) Need Recognition, 2) Information Search, 3) Evaluation of Alternatives, 4) Purchase Decision and 5) Post-purchase Behavior.

Kotler and Armstrong (2016) state that, there are four types of consumer buying behavior based on the level of buyer involvement and the level of difference between brands, consist of : Complex Buying Behavior, Dissonance Reducing Buying Behavior, Habitual Buying Behavior and Variety Seeking Behavior.

The relationship between green marketing and purchase decision come from Azimi and Shabani (2016), they argued that appliances store customers have influence on purchase decision. Similarly, in context of Body Shop products that used green marketing strategy, a study by Soegoto, Worang & Saerang, 2017 result that the green marketing strategy has influence on purchase decision. In addition, the green marketing also increased in re-purchase decision. The other researcher in Sudan demonstrates that, the education background of customers, namely master students have a significant positive relationship with purchase intention. Therefore, we formulated our hypothesis as follows:
H_2: Green marketing directly has a significant influence toward purchase decision of Ades mineral water.

Brand Image. According to Kotler and Keller (2016), brand image is a perception held by consumers when they first hear slogans that are remembered and embedded in the minds of consumers. Kotler and Keller (2016) also added that brand image is perception and belief held by consumer, as reflected in the association embedded in consumer memory. Based on these explanations, it can be concluded that brand image is a consumer's understanding of the brand as a whole which is not solely determined by how to give a

product a good name, but also how to introduce the product to become a memory for consumers in forming a perception of a product.

The companies competition to attract consumers is no longer limited to the functional attributes of products, but has been linked to a brand that is able to provide a special image for consumers, in other words the role of the brand has shifted (Aaker, 2014). At a low level of competition, brands are just names. While brands contribute to creating and maintaining the competitiveness of a product (Simao & Lisboa, 2017). If a product has a good image, then consumers will use the product. Conversely, if a product has a problem that can reduce the brand image of the product, then the consumer will switch to another product brand. Therefore, brand image is an important part of a product and brands can add value to a product to attracts consumers.

The factors forming brand image according to Schiffman, Kanuk, and Wisenblit (2014) are as follows are: quality, trustworthy or reliable, usability or benefit, service, risk, price and image owned by the brand itself.

Previous studies have highlighted that brand image has positive influence on purchase intention (Yasmin, 2017., Kusnandar & Rinandiyana, 2017). The same argument come from Foster (2016) that also used mineral water as the research object, he concluded that "brand image has positive influence toward purchase decision". This means that, a strong and positive brand image of a product will increase customers purchasing decisions. Therefore, we formulated our hypothesis as follows:

H_3: Brand image directly has a significant influence toward purchase decision of Ades mineral water.

Research Gap. Relevant research on the influence of green marketing toward consumers' purchase decision mediated by brand image has been done before, but there are some differences between this study and previous research.

Kusnandar & Rinandiyana (2017) result that, there is an influence of green marketing on purchase decision, mediated by brand image in tourism object in Probolinggo. While Dwipamurti, Mawardi, and Nuralam (2018) conducted a research entitled "The Effect of Green Marketing on Brand Image and Purchase Decision (Study on Consumer of Starbucks Café Ubud, Gianyar Bali)". The differences between this study compared to previous study are the object and location. While this study took consumers from Ades mineral water in Jabodetabek.

Wang, Chen, and Chen (2016) conducted a research entitled "An Empirical Study of the Effect of Green Marketing on Purchase Intention - Evidence from Green Restaurant". The differences between the study is on the variables. This study uses green marketing, brand image and purchase decision, while the research conducted by Wang, Chen, and Chen (2016) used green restaurant & green cognition, green marketing, brand image and purchase intention.

Azimi and Shabani (2016) conducted a research entitled "The Effect of Green Marketing Mix on Purchase Decision-making Styles of Customers". This research focuses on relationship between green marketing and purchase decision. The difference with the study that will be conducted is not using mediating variable. Mediating variable has a role

to see whether the relationship between green marketing and purchase decision if through a brand image will strengthen or weaken the relationship.

Yasmin (2017) conducted a research entitled "Impact of Brand Image on Consumers Purchase Decision". This research focuses on how the impact of brand image on purchase decision of HP Laptops. The difference between previous study and the study that will be conducted is that, this study will not used green marketing as the variable.

Foster (2016) conducted a research entitled "Impact of Brand Image on Purchasing Decision on Mineral Water Product Amidis". This research has similarities with Yasmin (2017) that only focus on brand image and purchase decision variables, even though they have different constructs. The object used by Foster (2016) is also different from the study that will be conducted, even in the same product category.

In this study, we assume that green marketing of Ades will have an impact on purchasing decision, mediated by brand image. Based on our assumption supported by literature review and research gap above, therefore the hypothesis formulated as follow:

H_4: Green marketing indirectly has a significant influence toward purchase decision of Ades mineral water through brand image as a mediating variable.

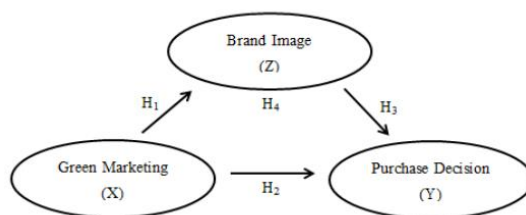From the 4 hypotheses above, therefore the theoretical framework for this study shown in figure 1 below:

Figure 1. Theoretical Framework
Source: Adopted from Dwipamurti, Mawardi & Nuralam, 2018

METHOD

The research method used in this study is Quantitative Research. Quantitative research can be interpreted as a research method based on numbers and using statistical analysis (Sugiyono, 2017). Type of research used in this study is *Descriptive*, which is intended to investigate the circumstances, conditions, situations, events, activities and the result are presented in the form of research report (Arikunto, 2016).

The target population for this research are consumers who have bought and consumed Ades mineral water in Jabodetabek, because this area is the highest sales area. The sample data technique used is *Non-probability Sampling*, where the sampling technique does not provide the equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2017). The type of non-probability sampling used is *Purposive Sampling* (also known as judgment, selective or subjective sampling). The total sample for unknown population by Hair et al (2016) formula is N x 5-

10. N is the indicators. The total indicators (questions) in this research are 25, therefore the minimum sample will be 125. Researchers can reach 268 valid respondents on September 2019 by sharing questionnaiers in two weeks time.

Structural Equation Modeling (SEM) is used in this study as an analysis instrument. SEM is the method of choice for developing concepts and theories in social sciences. This study uses SEM because to calculate the effect of mediating variable (brand image) in strengthening or weakening the influence of independent variable (green marketing) on the dependent variable (purchase decision). In this study the researcher used SEM with the help of AMOS software to analyze data through the approach used by (Ghozali, 2014). The structural model can be seen as follow (figure 2):
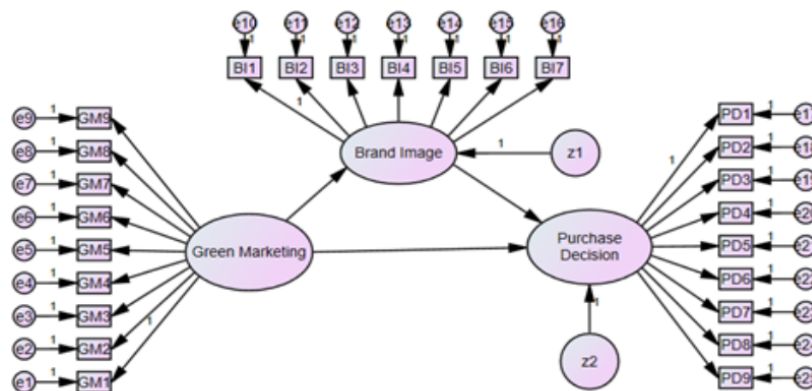

Figure 2. Measurement Model

Source: Processed primary data by using AMOS, 2019

RESULTS AND DISCUSSION

Respondents Profile. The respondents' demographic data is described in this section. A detailed overview of the demographic profiles of the respondents are presented in table 3. By gender, there are 139 (51.9%) male respondents and 129 (28.1) female respondents. Based on the age group, the majority of the respondents are in the age group of 15-23 years old with a total 248 (92.5%) respondents. While based on the educational background. The largers partiticapant are high school students with 187 (69.7%) numbers of participants, while 79 (29.5%) participants with a bachelor degree background, and 2 (0.7%) participants with a master degree background. The occupation of the respondent majority were students with 194 (72.4%) participants, there are 54 (20.2%) were employees, 4 (1.5%) are entrepreneurs, and 12 (5.9%) are other occpation than the option above. The monthly expenditure of respondents is dominated by the number of 1-4 million as many as 161 (60.1), followed by respondents with < 1 million as many as 81 (30.2%), then >4-7 million 21 (7.8%) and the last order is > 7 million as many as 5 (1.9%).

Table 3. The Demographic Profiles of the Respondents (N=268)

			Freqency, *n*	Percentage, %
Gender	Male		139	51.9
	Female		129	48.1
		Total	**268**	**100**
Age	15 – 23 years old		248	92.5
	24 – 32 years old		16	6.0
	> 32 years old		4	1.5
		Total	**268**	**100**
Education	High School		187	69.8
	Bachelor's Degree		79	29.5
	Master's Degree		2	0.7
		Total	**268**	**100**
Occupation	Student		194	72.4
	Employee		54	20.2
	Entrepreneur		4	1.5
	Others		16	5.9
		Total	**268**	**100**
Monthly Expenditure	< IDR 1Million		81	30.2
	IDR 1 – 4 Million		161	60.1
	IDR 4 – 7 Million		21	7.8
	>IDR 7 Million		5	1.9
		Total	**268**	**100**

Source: Processed primary data, by using SPSS

Validity Analysis. Validity analysis is measured by using 30 data samples whose purpose is to measure the level of validity of the research instrument. Product Moment Pearson Correlations method available in SPSS tool was used for this purpose. The validity test requirement is r count > r table, r table is obtained from sig. 95% and df = 28 (N – 2). It is because, the sample used for validity test are 30 samples, then r table is 0.361. Table 3 below summarizes the validity test results.

Based on table 4, the results of validity test shows that all instruments used to measure the variables in this research have significance value more than 0.361. According to Ghozali (2016), all instruments used in this study are valid.

Table 4. The Result of Validity Test

Variable	Instrument	R	r table	Description
Green Marketing	GM1	0.655	0.361	Valid
	GM2	0.733	0.361	Valid
	GM3	0.791	0.361	Valid
	GM4	0.815	0.361	Valid
	GM5	0.760	0.361	Valid
	GM6	0.741	0.361	Valid
	GM7	0.608	0.361	Valid
	GM8	0.597	0.361	Valid
	GM9	0.599	0.361	Valid
Brand Image	BI1	0.673	0.361	Valid
	BI2	0.722	0.361	Valid
	BI3	0.776	0.361	Valid
	BI4	0.681	0.361	Valid
	BI5	0.672	0.361	Valid
	BI6	0.572	0.361	Valid
	BI7	0.440	0.361	Valid
Purchase Decision	PD1	0.753	0.361	Valid
	PD2	0.816	0.361	Valid
	PD3	0.664	0.361	Valid
	PD4	0.818	0.361	Valid
	PD5	0.878	0.361	Valid
	PD6	0.836	0.361	Valid
	PD7	0.760	0.361	Valid
	PD8	0.704	0.361	Valid
	PD9	0.810	0.361	Valid

Source: Processed primary data, by using SPSS, 2019

Reliability Analysis. Reliability analysis is measured by using 30 data samples whose purpose is to measure the extent of the indicator without bias. The reliability checks the internal consistency of the measures. Cronbach's alpha method available in SPSS tool is used for this purpose. Following table 5 below summarizes the reliability test results.

Table 5. The Result of Reliability Test

Variable	Cronbach's Alpha
Green Marketing	0.868
Brand Image	0.759
Purchase Decision	0.920

Source: Processed primary data, by using SPSS, 2019

Based on table 5 above, the results of reliability test show that all variables (green marketing, brand image, and purchase decision) fulfilled the required Cronbach's alpha

level of > 0.6. According to Nugroho, Djunaidi, and Rusilowati (2016), Cronbach's alpha values are above 0.6 which indicates that the internal consistency reliability of the measures used in this study can be considered to be good.

Goodness of Fit . Based on table 6 below, there are seven criteria used, four criteria are described as not fit and three criteria are described as having good fit. The index criteria that are not fit are probability, CMIN / DF, GFI and AGFI. On the other hand, the index criteria for good fit are RMSEA, TLI and NFI. Referring to the parsimony principle, if there are one or two criteria fulfilled, the overall model can be said to have good fit (Hair et al, 2016). Furthermore, if the model conluded to have a good fit, the researcher could proceed with futher analysis.

Table 6. Goodness of Fit Criteria

Goodness of fit Indices	Cut of Value	Result	Description
Probability (p)	≥ 0.05	0.000	Not Fit
CMIN/DF	< 2.000	3.875	Not Fit
GFI	≥0.90	0.714	Not Fit
RMSEA	≤ 0.08	0.074	Good Fit
AGFI	≥ 0.90	0.658	Not Fit
TLI	≥ 0.90	0.907	Good Fit
NFI	≥ 0.90	0.929	Good Fit

Source: Processed primary data, by using AMOS, 2019

Interpreting and Modifying the Model. The final stage of SEM is to interpret when the model has good fit criteria and to interpret path analysis using the value of direct effect, indirect effects, and total effects. Data analysis in hypothesis can be seen from AMOS soft-ware output, which is regression weight value. Regression weight analysis is a test to see the relationship between exogenous variable (independent) on endogenous variable (dependent). The hypothesis in this study is acceptable if the probability value is less than 0.05 and the value of c.r is higher than 2.000. The results of regression weights test are presented in table 7 below.

Table 7. The Result of Regression Weight Analysis

Construct	c.r.	P
Green Marketing → Brand Image	7.363	0.000
Green Marketing → Purchase Decision	2.049	0.034
Brand Image → Purchase Decision	4.729	0.000

Source: Processed primary data, by using AMOS, 2019

The results of hypothesis testing based on the table 7 are as follows:
Hypothesis 1. According to the results of regression weight analysis, since the probability level is less than α = 0.05 (0.000 < 0.05) and c.r value is higher than 2.000 (7.363 >

2.000). Therefore, hypothesis H_{01} is rejected and hypothesis H_{a1} (research hypothesis) is accepted. It means that green marketing directly has a significant influence toward brand image of Ades mineral water.

This result supports research conducted by Wang, Chen, and Chen (2016) which found that green marketing has a direct effect on brand image. This result also supports research conducted by Sohail (2017) and Dwipamurti, Mawardi & Nuralam (2018) which found that green marketing has significant influence toward brand image. So this study indicates that the higher green marketing, the stronger brand image of Ades mineral water.

Hypothesis 2. According to the results of regression weight analysis, since the probability level is less than $\alpha = 0.05$ (0.034 < 0.05) and c.r value is higher than 2.000 (2.049 > 2.000). Therefore, hypothesis H_{02} is rejected and hypothesis H_{a2} (research hypothesis) is accepted. It means that green marketing directly has a significant influence toward purchase decision of Ades mineral water.

This result supports research conducted by Azimi & Shabani (2016) and Genoveva & Levina (2019) which found that green marketing has a direct and significant relationship on purchase decision. This result also supports research conducted by Dwipamurti, Mawardi, and Nuralam (2018) which found that green marketing has significant influence toward purchase decision. So this study indicates that the higher green marketing, the stronger purchase decision of Ades mineral water.

Hypothesis 3. According to the results of regression weight analysis, since the probability level is less than $\alpha = 0.05$ (0.000 < 0.05) and c.r value is higher than 2.000 (4.729 > 2.000). Therefore, hypothesis H_{03} is rejected and hypothesis H_{a3} (research hypothesis) is accepted. It means that brand image directly has a significant influence toward purchase decision of Ades mineral water.

This result supports research conducted by Yasmin (2017) which found that brand image has a strong positive impact on consumers' purchase decision. This result also supports research conducted by Genoveva (2015), Foster (2016) and Kusnandar & Rinandiyana (2017), which found that brand image has positive and significant impact on purchasing decision. Therefore, this study indicates that the higher the brand image is, the stronger purchase decision of Ades mineral water.

Hypothesis 4. Then to find out hypothesis 4, which is green marketing indirectly has a significant influence toward purchase decision through brand image as a mediating variable. It can be seen by comparing the value of standardized direct and indirect effects as presented in table 8 below.

Table 8. The Result of Standardized Direct and Indirect Effects

	Standardized Direct Effect		Standardized Indirect Effect	
	GM	BI	GM	BI
BI	0.899	0.000	0.000	0.000
PD	-0.184	1.033	**0.928**	0.000

GM: Green Marketing, BI: Brand Image, PD: Purchase Decision

Source: Processed primary data, by using AMOS,2019

Based on the results in table 8 above, the direct effect of green marketing on purchase decision has a value of -0.184, while the indirect effect of green marketing on the purchase decision has a value of 0.928. Based on these results, it can be compared that the value of indirect effect is higher than the direct effect. Therefore, hypothesis H_{04} is rejected and hypothesis H_{a4} (research hypothesis) is accepted. It means that green marketing indirectly has a significant influence toward purchase decision of Ades mineral water through brand image as a mediating variable.

This result supports research conducted by Dwipamurti, Mawardi, & Nuralam (2018), the same result also come from Kusnandar & Rinandiyana (2017), which found green marketing has significant influence toward purchase decision through brand image as mediating variable. Therefore, this result indicates that brand image as a mediating variable can be a variable that strengthen or weaken the influence of green marketing toward purchase decision of Ades mineral water.

CONCLUSION

The purpose of this research is to determine the influence of green marketing toward consumers' purchase decision mediated by brand image. Based on analysis results and discussions, it can be concluded as follows:

1. Green marketing directly has a significant influence toward brand image of Ades mineral water. Meaning that the higher green marketing, the stronger brand image of Ades mineral water.
2. Green marketing directly has a significant influence toward purchase decision of Ades mineral water. Meaning that the higher green marketing, the stronger purchase decision of Ades mineral water.
3. Brand image directly has a significant influence toward purchase decision of Ades mineral water. Meaning that the higher brand image, the stronger purchase decision of Ades mineral water.
4. Green marketing indirectly has a significant influence toward purchase decision of Ades mineral water through brand image as a mediating variable. It means that brand image as a mediating variable can be a variable that strengthen or weaken the influence of green marketing on purchase decision of Ades mineral water.

RECOMMENDATION

Based on the conclusion, The Coca Cola Company must continue and improve the application of green marketing by promoting and creating programs that have a positive impact on the environment. By implementing green marketing program, it will strengthen the brand image and increase the purchase decision of Ades mineral water. It can be seen based on the results of study which shows that green marketing is the most significant variable that influences purchase decision. Then, the management of Ades mineral water must re-create a promotion in advertisement that describes environmentally friendly activities, such as showing how to dispose of bottles by destroying the packaging. Promotion like that is necessary to be done because it reflect the campaign of Ades mineral water in maintaining environmental sustainability.

Consumers need to be more aware of the benefits of green marketing on environmental sustainability. For consumers who care about a sustainable environment, it is expected to evaluate brands that have a green product concept and have a positive impact on the environment. Consumers have the ability to decide to buy product that have a positive impact on the environment through green marketing program. Ades mineral water is one of the environmentally friendly products that can be chosen by consumers who care about environmental sustainability.

The recommendation for the government is to provide good policies for companies to produce products that has a positive impact on the environment. Then, the government must continue to provide supervision of companies that have a negative impact on the environment. The development of green marketing has a good impact on the environment, the government must be able to encourage companies to produce environmentally friendly products. This can provide benefits in order to reduce the amount of waste or pollution in Indonesia, considering that Indonesia is included in the 10 countries with the biggest amount of pollution in the world.

It is recommended for future research to use larger samples that represent a wider population and geographical area to determine the level and impact of green marketing, brand image and purchase decision. For further research ,more variables can be added to influence purchasing decision, such as green product, green promotion, green price, green place and so on.

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