

THE INFLUENCE OF GREEN MARKETING, GREEN PRODUCT AND GREEN BRAND IMAGE ON PURCHASE DECISION OF CLEO BRAND BOTTLED DRINKING WATER

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Abstract – *This study examines the influence of Green Marketing, Green Product, and Green Brand Image on the Purchase Decision of Cleo brand bottled drinking water in West Jakarta. The issue is important because bottled drinking water consumption continues to grow while plastic packaging remains closely associated with environmental concerns. Cleo has introduced environmental initiatives through recycled polyethylene terephthalate (r-PET) packaging and sustainability-oriented communication, yet its Top Brand Index position remains below several major competitors. The study is grounded in consumer behavior and the Theory of Planned Behavior, which explain that purchase decisions are shaped by consumer evaluation, attitudes, perceived value, and responses toward market offerings. This research used a quantitative causal design involving 150 respondents who had purchased Cleo bottled drinking water, were at least 18 years old, and lived in West Jakarta. The sample was selected through non-probability sampling with a purposive sampling technique. Data were collected using an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that Green Marketing, Green Product, and Green Brand Image have positive and significant effects on Purchase Decision. Green Marketing has the strongest effect among the three predictors, followed by Green Product and Green Brand Image. These findings indicate that Cleo should strengthen clear environmental communication, visible eco-label information, and a more consistent sustainability-based brand image to improve consumer purchase decisions.*

Keywords: *Green Marketing, Green Product, Green Brand Image, Purchase Decision*

INTRODUCTION

Plastic waste remains one of the major contributors to the global waste problem because plastic materials are difficult to decompose and may create long-term risks for ecosystems and human health. The increasing use of plastic-based products has made this issue more serious in daily consumption, including in the bottled drinking water industry. Firmansyah et al. (2021) explain that plastic pollution is increasingly worrying because the rising demand for plastic products can cause environmental damage and health problems. Bottled drinking water provides convenience, accessibility, and hygiene for consumers, but its packaging also creates responsibility for companies to reduce environmental impact. Sustainability-oriented marketing is therefore important because companies are expected to communicate environmental concern while offering products that remain relevant to consumer needs.

Marketing can be defined as the process of creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large (Firmansyah et al., 2024). In the context of environmentally oriented products, marketing is not limited to persuading consumers to purchase a product. Marketing also functions as a communication tool that helps consumers understand the environmental value, packaging responsibility, and sustainability claims attached to a brand. This perspective is important for bottled drinking water because consumers often evaluate the product through information provided on packaging, advertising, labels, and brand communication.

Based on SIPSN 2023 data, Indonesia's waste composition is dominated by food waste (39.65%), which is organic waste such as fruit, vegetables, and uneaten food. Plastic waste accounts for 19.21%, consisting of bottles, bags, and packaging. Wood and twig waste accounts for 12.09%, while paper and cardboard account for 10.83%. Other types of waste include metal (3.24%), fabric (2.91%), rubber/leather (2.53%), glass (2.46%), and other categories (7.08%).

Indonesia produces approximately 64 million tons of waste annually, of which 5%, or 3.2 million tons, is plastic waste. Of this amount, branded bottled water products contribute 226,000 tons, or approximately 7.06% of the total national plastic waste (Wiyanto, 2022). Growing environmental awareness among the public has led to an increase in consumers adopting sustainable lifestyles and consumption (Imaningsih et al., 2023).

Along with population growth and practical lifestyles, bottled drinking water products are increasingly embedded in people's lives because they are easily accessible and considered more hygienic (Supriyo & Noviana, 2023). This condition strengthens the importance of studying bottled drinking water purchase decisions because consumer dependence on packaged drinking water continues to exist alongside growing environmental concerns. The percentage of household drinking water sources in Indonesia is shown in Figure 1.

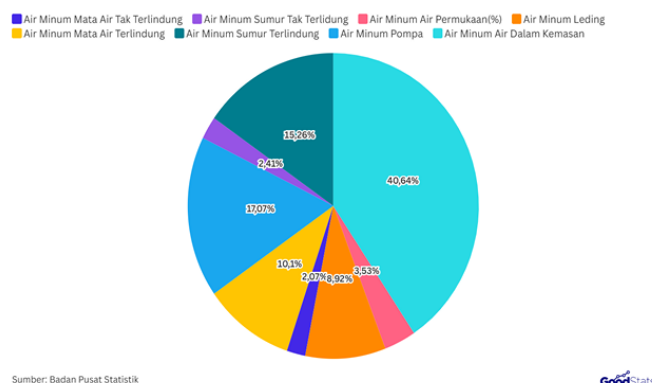


Figure 1. Percentage of Household Drinking Water Sources in Indonesia 2023

Source: BPS (2023)

Based on Figure 1, the most common source of drinking water for households in Indonesia is bottled water at 40.64%. This percentage indicates a high level of public reliance on bottled water because it is considered practical and hygienic. Other widely used water sources include pumped water at 17.07% and protected well water at 15.26%, while protected spring water and piped water are used by 10.1% and 8.92% of households. Small percentages of surface water unprotected well water, and unprotected spring water are also recorded. This reliance on bottled drinking water becomes more complex because tested bottled water may contain microplastic particles originating from PET packaging, which can potentially harm human health when consumed continuously (Supriyo & Noviana, 2023).

PT Sariguna Primatirta Tbk, through the Cleo brand, is a bottled water company that has attempted to reduce environmental pollution caused by plastic waste. According to Investor.id, Cleo uses recycled polyethylene terephthalate (r-PET) plastic in its product packaging. Through its affiliated company, PT Sukses Okindo Kurnia Abadi (SOKA), Cleo has operated a plastic bottle recycling plant since 2013. In 2023, Cleo targeted the use of r-PET at 20% of its total bottle production, an increase from 17% in the previous year. The use of r-PET supports sustainability principles because it is considered more energy efficient, does not require chemical additives, and produces lower CO2 emissions (Senorita, 2023).

The use of r-PET packaging demonstrates The firm's initiatives to minimize its adverse effects on the environment, as the material can be recycled into new raw materials (Fatimah & Chrismardani, 2022). This effort also is compatible with the United Nations' global development agenda, especially the twelfth objective regarding sustainable use and production (Ambiyar et al., 2025). In 2024, PT Sariguna Primatirta Tbk (Cleo) recorded net sales of IDR 2.7 trillion, a 29% increase compared to the previous year. This growth was supported by distribution expansion and increased production capacity through the construction of new factories. By the end of 2024, Cleo had 32 factories across Indonesia and recorded a net profit of IDR 474 billion, a 46% annual growth (Corri, 2025; Almira, 2025).

Based on Top Brand Award data from 2021-2024, the position of Cleo in the bottled drinking water market remains below its main competitors, namely AQUA, Le Minerale, and Ades. Although Cleo has shown gradual improvement, its score in 2024 only reached 5.10. This figure is still far behind

AQUA, which maintained its leading position with a score of 46.90, and also below Le Minerale, which increased to 18.80, and Ades, which reached 5.50. This condition indicates that Cleo's environmental initiatives and business growth have not yet been fully reflected in stronger consumer preference. Consumer awareness, product evaluation, and brand perception therefore need to be examined to understand how green-oriented factors influence purchase decisions for Cleo bottled drinking water.

Although Cleo has implemented various environmentally based innovations, its market position remains less dominant than competing bottled drinking water brands. The research problem in this study lies in the gap between Cleo's environmental efforts and its relatively low consumer preference as reflected in the Top Brand Index. Previous studies have confirmed that green marketing, green product, and green brand image can influence consumer decisions, but the relative contribution of these three constructs in the case of Cleo bottled drinking water in West Jakarta has not been clearly explained. This study therefore investigates three research questions: whether Green Marketing affects Purchase Decision, whether Green Product affects Purchase Decision, and whether Green Brand Image affects Purchase Decision. The study is significant because it provides empirical evidence for Cleo's management in strengthening sustainability-oriented marketing strategy, while also contributing to green consumer behavior literature in the Indonesian bottled drinking water context.

LITERATURE REVIEW

1. Marketing Management

The American Marketing Association describes marketing management as a structured practice, a collection of institutions, and a series of processes involved in developing, conveying, distributing, and trading offerings that provide value to customers, clients, partners, and society as a whole (Kotler et al., 2022). Furthermore, according to Rodiah et al. (2024), marketing management is a critical component in running the operations of an organization, whether focused on the business sector, a non-profit organization, or a government agency. Meanwhile, according to Maulida (2024), marketing management is the process of strategic decision-making and action by management that plays a role in determining the organization's long-term performance, with the goal of building harmonious relationships between producers and consumers through the offering of products or services.

2. Consumer Behavior

Consumer behavior is an important study in marketing that deals with the way people, collectives, and entities choose, acquire, utilize, and discard goods, services, concepts, or experiences in order to fulfill consumer wants and requirements. According to Syafranita et al. (2022), consumer behavior is the study of the actions people perform in looking for, acquiring, utilizing, and assessing goods and services that they anticipate will fulfill their requirements. Meanwhile, according to Pranihita Sukma et al. (2025), consumer behavior is a study in marketing and psychology that examines how individuals or groups make choices about purchase, using, and managing the disposal of products or services.

According to Kotler et al. (2022), consumer behavior is influenced not only by product or promotional factors, but also by a number of internal and external factors that shape how individuals respond to market offerings. These factors can be categorized into four main groups, as follows:

- a. Cultural factors are the most fundamental influences on consumer behavior, which influence a person's values, perceptions, preferences, and behavior. These factors include culture, subculture, and social class.
- b. Social factors are consumers' interactions with others in their daily lives. These elements comprise peer groups, household members, and societal positions along with social standing.
- c. Personal factors are unique individual characteristics that influence purchase decisions. Everyone has preferences that are influenced by individual characteristics, such as age, stage of life, profession, financial condition, way of living, and personal traits.
- d. Psychological factors relate to the mental state and internal processes that occur within consumers as they process information and make decisions. These factors include motivation, perception, learning, beliefs, and attitudes.

The Theory of Planned Behavior is relevant to this study because purchase decisions for environmentally oriented products are formed through consumer beliefs, attitudes, subjective considerations, and perceived ability to choose a product that matches environmental values. Green Marketing can shape beliefs and attitudes through persuasive environmental messages, Green Product

can strengthen perceived control by providing concrete product attributes, and Green Brand Image can influence subjective evaluation by creating a favorable perception of a brand's environmental responsibility. The use of this theory helps explain why consumers may respond differently to Cleo's environmental initiatives, even when the product is available in the market. Green Marketing, Green Product, and Green Brand Image were selected because the three constructs represent the communication, physical product, and brand perception dimensions that consumers can directly evaluate before making a purchase decision.

3. Purchase Decision

The purchase decision is a crucial stage in the consumer decision-making process. During the evaluation stage, consumers form preferences among the available brands and may also decide to purchase the most preferred brand. According to Chaerunnisa & Safria (2024), a purchase decision can be defined as the action taken by consumers to determine their choice of a product or service offered by a particular producer or provider, taking into account the expected benefits. According to Nasution (2023), a purchase decision is a consumer's action in selecting and purchase a product or service based on a thorough deliberation process. According to Kotler et al. (2022), the main dimensions and indicators of purchase decisions are as follows:

- a. Need Recognition
 - a) Information about the product or service
 - b) As needed
- b. Information Search
 - a) Personal sources
 - b) Internet sources
- c. Alternative Evaluation
 - a) Product quality evaluation
 - b) Evaluation of other products
- d. Purchase Decision
 - a) Cash purchase
 - b) Credit purchase
- e. Post-Purchase Behavior
 - a) Repeat purchase
 - b) Recommendation to others

4. Green Marketing

According to Chen et al. (2024), green marketing is a strategic communication approach that comprehensively integrates sustainability principles into all aspects of a brand's marketing. Furthermore, according to Evanthi et al. (2023), green marketing is a marketing strategy that emphasizes providing products and services oriented toward environmental sustainability. The goal is to build consumer awareness of the importance of environmental preservation and encourage changes in consumer behavior to choose environmentally friendly alternatives. Meanwhile, according to Nengsih (2023), green marketing is a marketing activity carried out with environmental sustainability in mind, namely by minimizing the negative impacts of products on the environment. According to Nengsih (2023), the dimensions and indicators of green marketing are as follows:

- a. Eco Brand
 - a) Awareness of eco-brands
 - b) Eco-brands as a symbol of reliability
 - c) Trust in eco-brands
- b. Eco-Label
 - a) Awareness of eco-labels
 - b) Ease of recognizing eco-labels
- c. Environmental Advertisement
 - a) Environmental advertising increases product knowledge
 - b) Interest in environmental advertising
 - c) The role of advertising in purchase decisions

Green Marketing is not only a promotional activity but also a strategic communication process that connects company sustainability initiatives with consumer understanding. Chen et al. (2024) emphasize that green marketing integrates sustainability principles into brand marketing, while Evanthi et al. (2023) link green marketing with efforts to increase green purchasing behavior. These views

indicate that green marketing becomes more effective when environmental claims are supported by clear information, credible labels, and consistent messages. In the Cleo context, green marketing is important because consumers may not automatically understand the value of r-PET packaging or recycling initiatives without communication that is easy to recognize and trust.

5. Green Product

According to Fatimah & Chrismardani (2022), a green product is one that is harmless toward people and the natural surroundings, does not waste resources, does not produce excessive waste, and does not involve animal cruelty. According to Liang et al. (2022), a green product is defined as a product that is harmless to the environment, made from chemical components that cause less pollution, and can be recycled.

According to Huda & Wusko (2023), green products are products, also known as environmentally friendly products, designed to minimize negative impacts on nature and contribute to reducing environmental damage. According to Fatimah & Chrismardani (2022), the dimensions and indicators of green products are as follows:

- a. Product Perception
 - a) Immediately thinks of an environmentally friendly product
 - b) Reflects an environmentally friendly product
- b. Packaging
 - a) Packaging materials are easily recyclable
 - b) The product does not contain materials that are potentially harmful to the body or the environment
- c. Product Label
 - a) Made from quality materials
 - b) The product has environmental standards and certifications, both at the national and international levels

Green Product differs from Green Marketing because it refers to product attributes that consumers can evaluate directly. Fatimah & Chrismardani (2022) and Huda & Wusko (2023) describe green products as products designed to reduce negative environmental impact, which means that packaging, safety, quality, and certification become important signals for consumers. In the bottled drinking water industry, the product itself must support the environmental message communicated by the company. If consumers perceive the packaging as recyclable, safe, and consistent with environmental standards, the product is more likely to strengthen purchase decisions.

6. Green Brand Image

According to Suherman & Puspaningrum (2023), green brand image is a positive perception held by consumers toward a company, reflecting the company's commitment and efforts to protect and preserve the environment. Furthermore, according to Bashir et al. (2020), sustainable brand perception can be described as an aggregation of consumer impressions of a brand associated with to its concern and responsibility toward environmental issues.

Nasution & Yuliana, (2022) Green brand image is a positive consumer perception of a brand that is perceived to care about the environment through environmentally friendly business practices, the use of sustainable raw materials, and marketing communications that emphasize sustainability values. According to Nasution & Yuliana (2022), the dimensions and indicators of green brand image are as follows:

- a. Benefits of brand association
 - a) The product is well-known
 - b) The product is a superior favorite
- b. Strength of brand association
 - a) It is easily remembered by consumers
 - b) It has an attractive physical appearance
- c. Uniqueness of brand association
 - a) The product brand is unique and attractive
 - b) The product brand is easily recognized and remembered

Green Brand Image complements Green Marketing and Green Product because it reflects the accumulated perception that consumers hold toward the brand. Suherman & Puspaningrum (2023) associate green brand image with consumer perception of a company's environmental commitment,

while Bashir et al. (2020) connect it with brand-related perceptions of environmental responsibility. The construct is relevant for Cleo because consumers may compare Cleo with stronger competitors in the bottled drinking water market. A consistent green brand image can help reduce consumer uncertainty and strengthen trust in Cleo's sustainability claims.

7. Hypothesis Development

Influence of Green Marketing on Purchase Decisions

Green Marketing is expected to influence Purchase Decision because consumers can use environmental messages, eco-labels, and sustainability campaigns as information sources before choosing a product. High consumer environmental awareness indicates a positive the association between environmentally oriented marketing approaches and consumers' buying behavior patterns (Dewi & Rahanatha, 2022). Dewi & Rahanatha (2022) found that green marketing has a significant positive effect on purchase decisions, and Aprilia et al. (2023) also showed that green marketing has a positive and significant impact on purchase decisions. These findings indicate that green marketing works when consumers are able to recognize and believe the environmental value offered by a company. Therefore, the first hypothesis is formulated as follows: H1: Green Marketing has a positive and significant impact on Purchase Decision.

Influence of Green Products on Purchase Decisions

Green Product is expected to influence Purchase Decision because consumers may evaluate whether a product is safe, recyclable, useful, and consistent with environmental values. According to Hartini (2021), product quality and improvement are crucial parts of marketing strategy in determining consumer purchase behavior. This argument becomes more relevant for green products because consumers with environmental awareness tend to consider the material, packaging, and perceived safety of a product before purchasing. A green product therefore provides concrete evidence that supports environmental claims and reduces consumer doubt when making a purchase decision.

This relationship is supported by Dwi Arviana et al. (2024), who found that green products have a positive and significant effect on purchase decisions. Dianti & Paramita (2021) also found that green products have a significant and positive effect on purchase decisions. These findings show that consumers do not only respond to environmental communication, but also to product attributes that can be observed directly (Mawarnie and Fahira, 2022). Therefore, the second hypothesis is formulated as follows: H2: Green Product has a positive and significant influence on Purchase Decision.

Influence of Green Brand Image on Purchase Decisions

Green Brand Image is expected to influence Purchase Decision because consumers often use brand perception to evaluate product credibility and environmental responsibility. Developing an environmentally friendly brand perception can encourage consumers to make purchases by fulfilling their motivation to contribute to society and the natural environment, ultimately shaping their preferences for eco-friendly brands (Bashir et al., 2020). Ulya & Aqmala (2024) explain that green brand image has a significant and positive influence on purchase decisions. Suherman & Puspaningrum (2023) also found that green brand image has a positive and significant influence on purchase decisions. These findings indicate that a brand perceived as environmentally responsible can increase consumer trust and encourage purchase decisions. Therefore, the third hypothesis is formulated as follows: H3: Green Brand Image has a positive and significant influence on Purchase Decision.

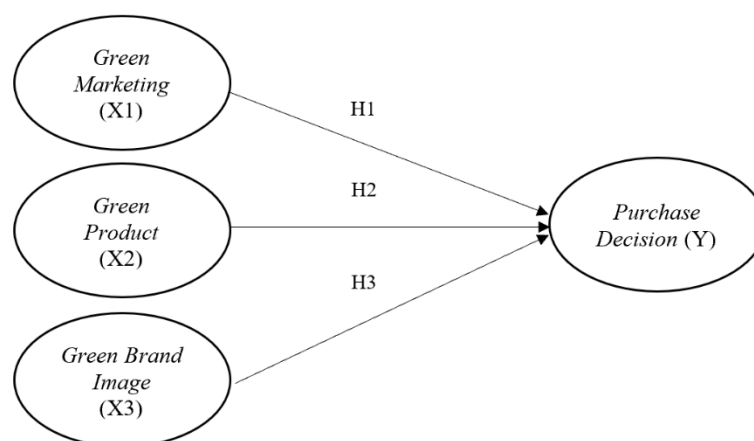


Figure 2. Conceptual Framework
Source: Author 2026

Based on the conceptual framework described above, hypothesis testing was conducted to examine the relationship between the independent and dependent variables. Therefore, the hypothesis in this study is formulated as follows:

H1: Green Marketing has a positive and significant impact on Purchase Decisions

H2: Green Products have a positive and significant influence on Purchase Decisions

H3: Green Brand Image has a positive and significant influence on Purchase Decisions

METHODS

This research was conducted between April 2025 and January 2026. The research location was West Jakarta. This location was selected based on data from the Central Statistics Agency (BPS), which shows that approximately 82.21% of households in West Jakarta use bottled water as their primary source of drinking water. This situation makes West Jakarta a relevant area for examining the factors influencing purchase decisions for bottled water, specifically the Cleo brand.

Research Design

This study employed a causal research method with a quantitative approach. The causal method was used to examine the directional relationship between the independent variables and the dependent variable, namely Green Marketing, Green Product, Green Brand Image, and Purchase Decision. A quantitative approach was used because the data were processed statistically to test the hypotheses. The research design was cross-sectional because the data were collected at one point in time. This design is appropriate for identifying empirical relationships among variables, but it does not allow strong causal claims over time because changes in consumer perceptions cannot be observed longitudinally.

Population & Sample

The population in this study was all consumers who had purchased Cleo brand bottled drinking water. Specifically, this study focused on consumers who had purchased Cleo products in the last three months and were domiciled in West Jakarta. Sampling was conducted using a non-probability sampling technique with a purposive sampling method, namely selecting respondents based on criteria determined by the researcher. The criteria for respondents were having purchased Cleo bottled drinking water, being at least 18 years old, being male or female, and residing in West Jakarta. A total of 150 respondents were used in the analysis. This number is appropriate for PLS-SEM because the model consists of three predictor constructs and one dependent construct, although the purposive sampling approach limits generalization beyond respondents who meet the criteria.

Data Collection Techniques

The data collection technique in this study used a survey method with a questionnaire as the research instrument. The questionnaire was distributed online through Google Form to consumers who had purchased Cleo bottled drinking water products in West Jakarta. The use of an online questionnaire

was chosen because it was efficient in terms of time and cost, accessible to respondents, and supported the processing of primary data. Because all variables were measured using the same self-reported instrument, common method bias could occur. To reduce this risk, the questionnaire used clear wording, separate indicators for each construct, neutral statement forms, and respondent criteria at the beginning of the form. The questionnaire instrument is provided in the appendix to support transparency and replication.

RESULTS AND DISCUSSION

Measurement Model Testing (Outer Model)

a. Convergent Validity Test Results

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Note
Green Marketing	GM1	0.802	Valid
	GM2	0.841	Valid
	GM3	0.762	Valid
	GM4	0.816	Valid
	GM5	0.844	Valid
	GM6	0.818	Valid
	GM7	0.798	Valid
	GM8	0.804	Valid
Green Product	GP1	0.805	Valid
	GP2	0.831	Valid
	GP3	0.820	Valid
	GP4	0.835	Valid
	GP5	0.844	Valid
	GP6	0.834	Valid
Green Brand Image	GB1	0.814	Valid
	GB2	0.842	Valid
	GB3	0.797	Valid
	GB4	0.808	Valid
	GB5	0.814	Valid
	GB6	0.825	Valid
Purchase Decision	KP1	0.756	Valid
	KP2	0.817	Valid
	KP3	0.801	Valid
	KP4	0.803	Valid
	KP5	0.768	Valid
	KP6	0.774	Valid
	KP7	0.874	Valid
	KP8	0.820	Valid
	KP9	0.784	Valid
	KP10	0.847	Valid

Source: PLS Output, 2026

Based on table 1, all of these indicators have been deemed valid. This result is based on a loading factor value exceeding 0.70, thus the indicators are deemed appropriate and valid for further analysis.

Table 2. Discriminant Validity Test Results (Fornell-Larcker)

Variable	Green Marketing (X1)	Green Product (X2)	Green Brand Image (X3)	Purchase Decision (Y)
GM (X1)	0.811			

Variable	Green Marketing (X1)	Green Product (X2)	Green Brand Image (X3)	Purchase Decision (Y)
GP (X2)	0.355	0.828		
GB (X3)	0.319	0.383	0.817	
KP (Y)	0.631	0.608	0.575	0.805

Source: PLS Output, 2026

Table 2 shows that the square root of AVE for each construct is greater than the correlations between that construction and other constructs in the model. The Fornell-Larcker results indicate that Green Marketing, Green Product, Green Brand Image, and Purchase Decision meet discriminant validity requirements. The corrected variable labels also clarify that Green Marketing is X1, Green Product is X2, Green Brand Image is X3, and Purchase Decision is Y.

b. Discriminant Validity Test Cross Loading

Table 3. Discriminant Validity Test Results (Cross Loading)

Variable	Green Brand Image (X3)	Green Marketing (X1)	Green Product (X2)	Purchase Decision (Y)
GB1	0.814	0.245	0.356	0.475
GB2	0.842	0.278	0.287	0.480
GB3	0.797	0.270	0.302	0.466
GB4	0.808	0.148	0.252	0.436
GB5	0.814	0.295	0.285	0.459
GB6	0.825	0.318	0.385	0.498
GM1	0.312	0.802	0.317	0.569
GM2	0.266	0.841	0.281	0.548
GM3	0.291	0.762	0.334	0.454
GM4	0.226	0.816	0.292	0.508
GM5	0.176	0.844	0.266	0.517
GM6	0.280	0.818	0.261	0.483
GM7	0.290	0.798	0.348	0.504
GM8	0.228	0.804	0.202	0.492
GP1	0.328	0.304	0.805	0.520
GP2	0.325	0.257	0.831	0.509
GP3	0.288	0.328	0.820	0.490
GP4	0.350	0.300	0.835	0.507
GP5	0.317	0.283	0.844	0.519
GP6	0.290	0.290	0.834	0.470
KP1	0.463	0.514	0.527	0.756

Variable	Green Brand Image (X3)	Green Marketing (X1)	Green Product (X2)	Purchase Decision (Y)
KP2	0.461	0.487	0.480	0.817
KP3	0.453	0.460	0.445	0.801
KP4	0.423	0.507	0.450	0.803
KP5	0.510	0.517	0.420	0.768
KP6	0.485	0.419	0.520	0.774
KP7	0.491	0.546	0.549	0.874
KP8	0.467	0.533	0.515	0.820
KP9	0.447	0.506	0.445	0.784
KP10	0.426	0.573	0.528	0.847

Source: PLS Output, 2026

Table 3 shows that each indicator has the highest loading value on its own construct compared with the other constructs. This result indicates that the indicators of Green Marketing, Green Product, Green Brand Image, and Purchase Decision measure their respective constructs properly. The corrected labels in the table are consistent with the main text, so the interpretation of X1, X2, X3, and Y is no longer ambiguous.

Table 4. Discriminant Validity Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Note
X3: GB	0.667	Valid
X1: GM	0.658	Valid
X2: GP	0.686	Valid
Y: KP	0.648	Valid

Source: PLS Output, 2026

Table 4 indicates that all variables exhibit AVE values exceeding 0.50, suggesting that each construct accounts for more than half of the variance in its indicators. These findings confirm convergent validity and demonstrate that the measurement model is suitable for subsequent structural model analysis.

Assessment of discriminant validity is also presented through the heterotrait–monotrait ratio (HTMT) matrix. Values below 0.90 are regarded as highly satisfactory and indicate adequate distinction between reflective constructs (Hair et al., 2021). The discriminant validity outcomes are displayed in the HTMT results as follows:

Table 5. Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

Variable	Green Brand Image (X3)	Green Marketing (X1)	Green Product (X2)	Purchase Decision (Y)
GB (X3)				
GM (X1)	0.347			

GP (X2)	0.420	0.387	
KP (Y)	0.624	0.673	0.656

Source: PLS Output, 2026

Table 5 shows that all HTMT values are below 0.90. This result indicates that discriminant validity between constructs has been met and that conceptual overlap among Green Marketing, Green Product, and Green Brand Image remains within acceptable limits. Although the three constructs are related to green consumption, each construct still captures a different aspect of consumer evaluation.

Table 6. Composite Reliability & Cronbach's Alpha Test Result

Variable	Cronbach's alpha	Composite Reliability	Note
GB	0.900	0.923	Reliable
GM	0.926	0.939	Reliable
GP	0.908	0.929	Reliable
KP	0.939	0.948	Reliable

Source: PLS Output, 2026

Table 6, shows that the results of the composite reliability (CR) and Cronbach's alpha tests show good values, as all latent variables had composite reliability (CR) and Cronbach's alpha values of >0.70. Therefore, all latent variables can be categorized as reliable.

Testing the Measurement Model (Inner Model)**Table 7. R-Square Test Results**

Variable	R-square
Purchase decision	0.646

Source: PLS Output, 2026

Based on Table 7, the R-square value of 0.646 explains 64.6% of the variation in Purchase Decision. This means that Green Marketing, Green Product, and Green Brand Image jointly provide moderate-to-strong explanatory power for Cleo consumer purchase decisions. The remaining 35.4% is explained by other variables outside the research model, such as price perception, availability, consumer habit, green trust, environmental attitude, and promotional exposure. The adjusted R-square value of 0.639 indicates that the explanatory power remains stable after considering the number of predictors in the model.

Table 8. F-Square Test Results

Relationship between variables	F-Square
GM	0.395
GP	0.263
GB	0.226

Source: PLS Output, 2026

Based on the f-square criteria, Green Marketing has the strongest effect on Purchase Decision with a value of 0.395, which indicates a large effect. Green Product has an f-square value of 0.263, indicating a medium effect, while Green Brand Image has an f-square value of 0.226, also indicating a medium effect. This comparison shows that Cleo's environmental communication contributes more strongly to purchase decisions than product attributes and brand image. The result suggests that consumers may need clear and repeated information before they can connect Cleo's green product attributes and green brand image with their purchase decision.

Table 9. Q-Square Test Results

Variable	Q ² predict
Purchase decision	0.597

Source: PLS Output, 2026

The Q^2 value shown in Table 9 is 0.597. Because the Q^2 value is greater than 0, the model has predictive relevance for Purchase Decision. This means that the model is not only able to explain the relationship among variables, but also has the ability to predict consumer purchase decisions within the sample. The predictive relevance supports the use of PLS-SEM for this exploratory-predictive model.

Table 10. Hypothesis Test Results

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Note
GM -> KP	0.409	8.655	0.000	H1 accepted
GP -> KP	0.343	5.186	0.000	H2 accepted
GB -> KP	0.313	4.275	0.000	H3 accepted

Source: PLS Output, 2026

The data from the hypothesis test can be seen in the table above, and shows that:

1. The effect of Green Marketing on Purchase Decision has an original sample value of 0.409, a T-statistic of $8.655 > 1.64$, and a P-value of $0.000 < 0.05$. This result shows that Green Marketing has a positive and significant effect on Purchase Decision, so H1 is accepted. The finding indicates that consumers are more likely to decide to purchase Cleo when they receive clear environmental information through advertising, labels, and brand communication. This result is consistent with the role of marketing as a process of communicating value to consumers. For Cleo, environmental messages should not only appear as general claims, but also explain concrete actions such as recycled packaging, waste reduction, and environmental responsibility.
2. The effect of Green Product on Purchase Decision has an original sample value of 0.343, a T-statistic of $5.186 > 1.64$, and a P-value of $0.000 < 0.05$. This result shows that Green Product has a positive and significant effect on Purchase Decision, so H2 is accepted. The finding indicates that consumers consider environmentally oriented product attributes when deciding to purchase Cleo. Packaging that is recyclable, product quality, and perceived product safety can strengthen consumer confidence because these attributes provide visible evidence of environmental responsibility. The result also indicates that product innovation should be communicated clearly so that consumers can connect product attributes with sustainability value.
3. The effect of Green Brand Image on Purchase Decision has an original sample value of 0.313, a T-statistic of $4.275 > 1.64$, and a P-value of $0.000 < 0.05$. This result shows that Green Brand Image has a positive and significant effect on Purchase Decision, so H3 is accepted. The finding indicates that consumers are more willing to purchase Cleo when they perceive the brand as environmentally responsible, reliable, and consistent with sustainability values. A favorable green brand image can help Cleo compete with stronger bottled water brands because consumers may use brand perception as a shortcut in evaluating product credibility. The lower effect size compared with Green Marketing suggests that Cleo's brand image still needs stronger and more consistent sustainability associations.

The three accepted hypotheses indicate that consumer purchase decisions for Cleo are influenced by communication, product attributes, and brand perception simultaneously. The dominance of Green Marketing provides an important theoretical and managerial insight because consumers appear to respond more strongly to environmental information than to product and image evaluations alone. This result supports the behavioral logic that purchase decisions are shaped by the way consumers interpret information before forming preference. Cleo's sustainability initiatives therefore need to be translated into messages that are easy to understand, visible on packaging, and consistently repeated across marketing channels.

Green Product and Green Brand Image remain significant even though their effect sizes are lower than Green Marketing. This pattern shows that environmental product attributes and brand perception still play an important role, but they may need stronger communication support. Consumers may not immediately associate recyclable packaging, certification, or brand uniqueness with purchase decisions unless those attributes are explained clearly. The results also show that the remaining unexplained variance should be considered in future research because purchase decisions for bottled drinking water may also be influenced by price, availability, taste preference, consumer habit, and brand familiarity.

CONCLUSION

Based on the findings and discussion, this research concludes that environmentally oriented marketing, eco-friendly products, and sustainable brand perception exert positive and significant influences on consumers' purchasing decisions toward the Cleo brand bottled drinking water. These findings answer the research problem by showing that Cleo's environmental initiatives can influence consumer decisions when they are recognized through marketing communication, product attributes, and brand perception. The results also show that Green Marketing has the strongest contribution, which means that environmental communication is the most influential factor in shaping consumer purchase decisions in this research model.

1. Green Marketing has a positive and significant influence on Purchase Decision. This indicates that the better Cleo communicates environmental concern, eco-label information, and sustainability messages, the stronger the consumer purchase decision becomes. The result implies that Cleo should prioritize more visible and consistent green communication across product packaging, advertising, digital media, and point-of-purchase materials. Consumers need clear information about the meaning of r-PET packaging and the environmental benefits of choosing Cleo so that the company's sustainability efforts are easier to understand.
2. Green Product has a positive and significant influence on Purchase Decision. This indicates that consumers consider product attributes such as recyclable packaging, product safety, quality materials, and environmental standards when choosing Cleo bottled drinking water. The finding implies that Cleo should continue improving product innovation while making environmentally friendly product attributes more visible to consumers. Product information should be written in a simple and credible way so that consumers can connect the physical product with the sustainability value promoted by the company.
3. Green Brand Image has a positive and significant influence on Purchase Decision. This shows that the stronger Cleo's image as an environmentally responsible brand, the higher the consumer purchase decision. The finding implies that Cleo needs to build a more consistent green identity so that consumers can clearly distinguish the brand from competitors. Brand communication should emphasize environmental responsibility, reliability, and product quality in a balanced way because consumers may use brand image as a basis for trust when evaluating bottled drinking water products.

Practical Implications

The practical implication of this study is that Cleo should place Green Marketing as the main priority because it has the strongest effect on Purchase Decision. Cleo can strengthen environmental campaigns by explaining recycled packaging, bottle collection, and waste reduction programs in a clearer and more consumer-oriented manner. Green Product should support these campaigns through visible product information and credible packaging claims. Green Brand Image should be developed through consistent sustainability messages so that consumers perceive Cleo not only as a bottled drinking water product, but also as a brand that has a clear environmental commitment.

Limitations and Future Research

This study has several limitations. The research was conducted only in West Jakarta, so the findings cannot be generalized to all Cleo consumers in Indonesia. The study used a cross-sectional design, which limits the ability to observe changes in consumer perceptions over time. The data were also collected using a self-reported questionnaire, which may create common method bias because respondents evaluated all variables in the same instrument. Future research may expand the research area, compare several bottled drinking water brands, use longitudinal data, and include additional variables such as green trust, environmental attitude, green satisfaction, price perception, and consumer awareness to explain the remaining variance in purchase decisions.

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