

Research Article

The effect of Green Marketing, Brand Image, Advertising and Price on Purchasing Decisions

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Abstract

This research aims to determine whether or not green marketing, brand image, advertising, and price influence purchasing decisions for AQUALife products. The population of this research is consumers of AQUALife products in the Central Jakarta area. The sample for this research method used a questionnaire via Gform for a month with a total of 120 respondents. The sampling technique uses a non-probability method, with a purposive sampling technique through distributing questionnaires. The data analysis methods used are multiple regression analysis, t-test (partial), and f-test (simultaneous). The research results show that: (1) Green marketing has no significant effect on purchasing decisions. (2) Brand image has a positive and significant effect on purchasing decisions. (3) Advertising has a positive and significant effect on purchasing decisions. (4) Price has a positive and significant effect on purchasing decisions. Managerial implications: Managers need to ensure products and production processes comply with environmentally friendly principles, managers need to ensure consistent brand image across all marketing channels, managers need to develop competitive pricing strategies, managers need to understand competitors' prices and their price position in the market to maintain competitiveness.

Keywords: Green Marketing, Brand Image, Advertising, Price and Purchasing Decisions

JEL Classification: Q56, M31, L11

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1. Introduction

According to Malau (2017), advertising is a form of communication carried out by disseminate information about the uses and benefits of a product, thereby creating a desire to buy. Based on the analysis above, the latest advertisement for AQUALife products-Protect nature, Protect you, tries to invite consumers to participate in the campaign through advertisements on various platforms that aim to reduce plastic waste by using recycled plastic in 100% recycled AQUALife packaging. Decision-making is the most important process of consumer behavior; marketers must really understand how consumers make decisions so that consumers make purchasing decisions based on an environmental perspective, namely how to buy products that can simultaneously reduce waste and environmental impacts caused by business activities that are important to them. Environment in maintaining good relations for the continuity of business activities. (Nusraningrum et al., 2021) (Ningsih & Kurdi, 2023).

In green marketing, promotions are carried out using environmentally friendly slogans which aim to communicate product advantages that other products do not have which are related to an environmentally friendly concept called green promotion. This study aims to shape consumers' perceptions of the values of green products in decisions to buy green products (Rahayu, et al. 2017). Then another strategy that business people can use in the field of goods and services is to improve the brand image of the goods being offered. Shimp in Tjiptono (2015) explains that brand image is an effort to promote and present a brand of goods or services using a comprehensive approach to consumers with the aim that consumers have their memory of the brand being promoted. In this case, the company must be able to provide and create a good and strong image in order to be able to compete for its existence among consumers so that the product continues to be remembered by consumers. This condition needs to be done because remembering that a brand is the identity of a product that is able to differentiate it from other products; this means that the better and more precise a company's brand image is, the more consumers will make purchasing decisions. The statement above is in line with what was stated by Tirtamahya (2017) and (Hidayati & Muslikh, 2023) that the brand image of the product offered is able to determine the level of purchases made by consumers.

Implementation of this green marketing strategy can provide customer satisfaction and provide benefits for the company and the environment itself (Genoveva & Samukti, 2020). Quoted from Yue et al. (2020), "People's concern about their environment has led to the emergence of a new type of consumer who expresses their concerns in purchasing decisions. These consumers are known as green consumers. Green consumers are people who really care about the natural environment and have modified their purchasing behavior to protect the environment by purchasing environmentally friendly products." Consumers' environmental concerns are high and show that most consumers are interested in preserving the environment, which indicates a positive relationship between green marketing strategies and customer purchasing patterns (Assidiki & Budiman, 2023).

Quoted from Zhang & Dong (2020), "Green marketing is the marketing of products that are considered environmentally safe. Thus, environmentally friendly marketing combines various activities, including product modifications, changes to production processes, packaging changes, and advertising modifications." Various factors influence the decision to purchase a product. Among these factors are packaging and brand image. Now, packaging is the main concern of food entrepreneurs. Not only the taste of food but also starting to pay attention to the beauty, convenience, and attractiveness of product packaging. Meanwhile, a high brand image will create a positive impression in the minds of consumers. A product that has a good brand image will attract consumers' interest in purchasing that product (Amilia S., 2017).

2. Literature Review and Hypothesis

At the purchasing decision stage, consumers will have several considerations. Considerations that are often used are as follows (Kotler & Keller, 2018): 1. Product choice. Companies must be able to focus attention on consumers who intend to buy. Companies can focus on product advantages and benefits; 2. Brand choice. Companies will compete with their competitors to offer similar products, so they need to pioneer a strong brand. It is characterized by interest in brands, buying habits of certain brands, and price congruence; 3. Choice of dealer. Companies that are quite stable usually have several distributors to reach their consumers. The supplier indicators chosen by consumers are related to the ease of obtaining the desired product, the services provided, and stock availability at the distributor; and 4. Number of purchases. Consumers usually determine the quantity of products to be purchased. This circumstance depends on the stock availability of the product in question or the frequency of use of the product. Products that are routinely used or used in large quantities are usually often purchased in large quantities; and 5. Time of purchase. Consumers have their own time to make purchases, usually when they feel the need when they feel certain benefits, or for personal reasons.

Buying decision

Kotler and Keller (2018) state that purchasing decisions are the process of consumer decisions taken to purchase products or services offered through a purchasing decision process, which includes consumer decisions before making a purchase and at the time of making a purchase. The stages in the purchasing decision process Abdullah & Tantri (2019) are as follows: Needs recognition, which is a process that begins when consumers realize there is a problem regarding a need in their life; Information search, which is when consumers want to know more about the tools to satisfy their needs or appropriate brands. Searching for information generally often comes from mass media or the experiences of local people who have purchased and tried the product brand. Evaluation of alternatives, namely consumers, will process the brand as the final stage in making a decision (Herniyati & Muslikh, 2024).

Green Marketing

According to Shalihah and Rubiyant (2022), Green Marketing is a popular form of advertising; Green Marketing is a development of Marketing. Green Marketing is advertising that promotes products, services, ideas, or an organization's ability to help or reduce damage to the environment, meanwhile, according to Manongko in Subagyo & Nasyatul (2020). Green marketing environmental considerations are integrated into all aspects of marketing, product development, production processes, packaging, and advertising modifications, with a marketing mix approach (product, price, place, promotion) and theory of planned behavior towards environmental concerns and green marketing consumerism.

Brand Image

According to Durianto et al. (2017), "Brand image is a way to convince consumers of a product brand, as reflected in consumers' minds." Suppose the company can provide a good brand. In that case, customers will automatically have an interest in buying because the brand image is the main choice for deciding to purchase, so a good brand image can determine the price set. The brand image represents the associations that are activated in memory when thinking about a particular brand (Savitri & Wardana, 2018). The better the brand image a product has, the higher customer satisfaction will be. Implementing a unique strategy or a differentiation strategy in marketing the product will make it easier to attach the brand to the minds of consumers (Komara & Fathurahman, 2024).

Advertisement

According to Muktaf (2015), advertising is taken from the Arabic I'lan and Advertise, which are English and Dutch, which means diverting attention. So, advertising can be interpreted as something that diverts the audience's attention to something. Advertising is an element of communication, where initially, advertising was a process of conveying a message, which contained information about a product or service. In its delivery, advertising is persuasive, namely a message that aims to influence the masses. In general, advertising is delivered via mass media, both electronic and print, so that it can be accepted by the wider community simultaneously (Maghfur et al., 2023).

Price

The definition of price is the amount of money or other aspects in a monetary unit where the money or aspects contain the utility elements needed to own a product. Confirmed by Cahyono (2018), who summarized the expert's opinion regarding the definition of price, namely the amount of money (with the possibility of adding several items) needed to combine several products along with the services offered. The conclusion is that price is the most important factor in selling a product in order to compete with other competitors. According to Amilia (2017), prices have several indicators, namely, (1) Affordable prices. Price affordability is something that consumers hope for before choosing a purchasing decision because they will buy a product that they think is appropriate for the funds they have; (2) Price alignment. It is not uncommon for consumers to be willing to buy goods or services with a tendency for high prices provided that the product is of good quality, although consumers will still tend to buy products of good quality at a price that can still be paid; (3) Price war. We determine prices for products that an industry has produced, and information is

needed regarding the prices of products produced by its competitors in the hope that the products it sells will be able to compete in the market; (4) Alignment of price with usability. Sometimes, consumers do not care about expensive prices to get the benefits they can get.

Research Hypothesis

Green Marketing Influences Purchasing Decisions

according to Manongko in Subagyo & Nasyatul (2020). Green marketing environmental considerations are integrated into all aspects of marketing, product development, production processes, packaging, and advertising modifications, with a marketing mix approach (product, price, place, promotion) and theory of planned behavior towards environmental concerns and green marketing consumerism. In green marketing, promotions are carried out using environmentally friendly slogans which aim to communicate product advantages that other products do not have which are related to an environmentally friendly concept called green promotion. This study aims to shape consumers' perceptions of the values of green products in decisions to buy green products (Rahayu, et al. 2017). Previous research by Sarah & Sutar (2020) shows that green marketing has a positive and significant effect on purchasing decisions, in accordance with research conducted by and Izzani (2021) that green marketing also has a positive and significant effect on purchasing decisions.

H1: Green Marketing Has a Positive Influence on Purchasing Decisions

Brand Image Influences Purchasing Decisions

According to LR Sinaga and Pramanda (2018), a brand is a sign, logo, or company name that describes the characteristics of the company to differentiate it from other companies. Brand image, or what is known as brand image, is the image that arises from the brand used and its composition, which is tangible and intangible because it is composed of certain beliefs, thoughts, and values that create uniqueness (Lailatan Nugroho, 2017). Purchasing Decisions Laras and Firmansyah (2019) define purchasing decisions as a process of choosing between two or more of the various possibilities of a product, the meaning of which is that when someone chooses a decision there must be various alternative possibilities. A purchasing decision is a consumer's behavior based on existing motives and incentives that give rise to a desire to buy something to meet their needs. Research conducted by Farhat and Marnas (2022) shows that brand image has a positive and significant influence on purchasing decisions. Based on research conducted by Kongrapunt and Pupat (2018), it was found that brand image has a real influence on consumer purchasing decisions.

H2: Brand Image Has a Positive Influence on Purchasing Decisions

Advertising Influences Purchasing Decisions

Advertising is a type of marketing communication that refers to all forms of communication techniques from marketers to reach consumers. Advertisement co, commonly known as a billboard, comes from Latin, namely "re," which means repeating, and "claim," which means shouting. So, if it is interpreted that advertising is a message that is conveyed and shouted repeatedly. It is not surprising that the same advertisement can be seen several times in a program. The aim of conveying it repeatedly is so that the target audience knows the message, then remembers it, and creates a feeling of wanting to try the product being advertised. Research conducted by Nangoy and Tumbuan (2018), stated that advertising has a significant influence on purchasing decisions. This finding is supported by Pratama and Kristiana (2022), who state that advertising has a significant and positive influence on purchasing decisions.

H3: Advertising has a positive influence on purchasing decisions

Price Influences Purchasing Decisions

Price According to Lailatan Nugroho (2017), the definition of price is the amount of money or other aspects in a monetary unit where the money or aspects contain the utility elements needed to own a product. Confirmed by Cahyono (2018), who summarized the expert's opinion regarding the definition of price, namely the amount of money (with the possibility of adding several items) needed to combine several products along with the services offered. The conclusion is that price is the most important factor in selling a product in order to compete with other competitors. Based on research conducted by Yaqin (2022), price has a significant effect on purchasing decisions.

According to research conducted by Rianty (2022), price has a positive and significant effect on purchasing decisions. Which states that price has a positive influence on purchasing decisions.

H4: Price has a positive influence on purchasing decisions

Research Conceptual Framework

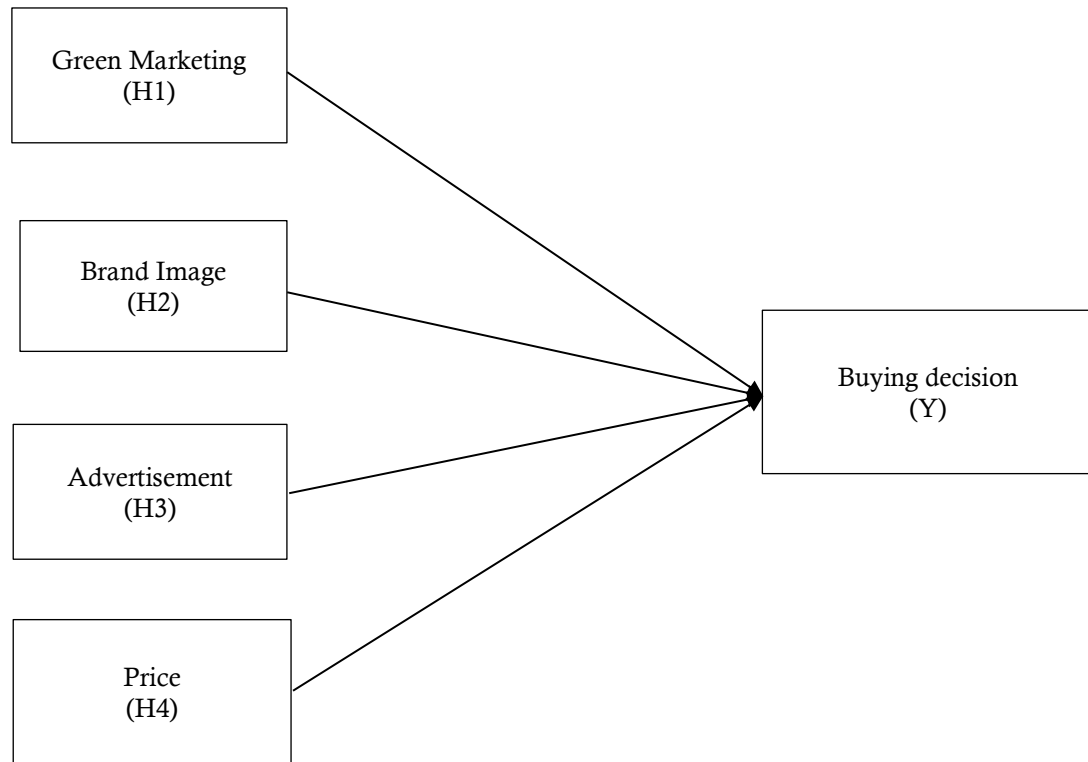


Figure 1. Research Conceptual Framework

Berdasarkan gambar diatas, maka terdapat 4 hipotesis. Green marketing sebagai H1, Brand Image sebagai H2, Advertisement sebagai H3 dan Price sebagai H4 gterhadap Buying Decision sebagai Y.

3. Data and Methods

Types of research

The type of research used in this research is associative research or explanatory research with a quantitative approach. According to Sugiyono (2018), associative research or explanatory research is research that explains and determines the position of the variables being studied and the influence between one variable and another. The research location was conducted on AQUALife consumers in the Central Jakarta area. The research period was carried out from March to July 2023.

Types of Data Collection

The type of data used in this research is subject data, namely the type of data in the form of opinions and characteristics of the people in the Central Jakarta area. Meanwhile, the data sources used in this research are primary data and secondary data. According to Sugiyono (2018), primary data sources are data sources that are directly provided for data collection. The primary data source used in this research is respondent responses obtained through questionnaires regarding green marketing, brand image, advertising, prices and purchasing decisions for AQUALife products located in the Central Jakarta area. Meanwhile, secondary data is data obtained or collected from existing sources. Secondary data sources used in this research are data obtained from literature, literature studies, and AQUALife social media. The data collection technique used in this research is using a survey method using a questionnaire as the collection instrument. Data collection was

carried out by submitting several statements to respondents, who were then answered online via Google Forms.

Population and Sample

According to Handayani (2020) and (Santosa & Hidayat, 2014), population refers to the totality of all elements that will be used as objects in research of a similar nature, which can be individuals from a group, event, or object to be researched, while the population in this research is AQUALife consumers in the Jakarta area. The center and population size are unknown. The sample size in this study was taken using the hair formula. The hair formula is used because the population size has yet to be known for certain and suggests that the minimum sample size be 5 - 10 times the indicator variable. Previously, it could be seen that the number of indicator variables in this study was 20. So, the sample measurement calculation in this study was $(20 \times 6 = 120)$. Based on this explanation, the number of respondents will be rounded up to 120 respondents. The number of respondents of 120 is considered representative. The non-probability sampling technique used in this research is purposive sampling, which is a comprehensive consideration in determining the sample.

4. Results

Descriptive Analysis

The data dissemination process was carried out in July 2023 with respondents or research subjects who were consumers who consumed AQUALife in the Central Jakarta area. The questionnaire in this research consists of 20 statements with 4 H variables and 1 Y variable. Variable Y1 is purchasing decisions with 6 statements, variable H1 is green marketing with 4 statements, variable 2 is the brand image with 3 statements, variable H3 is advertising with 3 statements, and variable H4, namely price, has 4 statements.

Table 1. Descriptive Analysis Results

No	Statement	Respondents Answers (%)				Mean	Category
		STS	T.S	S	SS		
Purchase Decision Variables							
1	Consumers decide to purchase AQUALife products once a week.	2.5	5.0	39.2	53.3	3.43	Tall
2	Consumers decide to purchase AQUALife products according to their needs.	0.8	0.8	30.8	67.5	3.65	Tall
3	Consumers decide to purchase AQALife products because they provide various payment methods.	1.7	0.8	39.2	58.3	3.54	Tall
Average Purchase Decision						3.55	Tall
Green Marketing Variables							
1	The plastic used in AQUALife product bottles can be recycled and does not damage the environment.	0	1.7	43.3	55.0	3.53	Tall
2	The price of AQUALife products is relatively more expensive because the production process develops environmentally friendly products.	0	1.7	42.5	55.8	3.54	Tall
3	The AQUALife product distribution process pays attention to environmental aspects	0	3.3	46.7	50.0	3.47	Tall
Green Marketing Average						3.55	Tall
Brand Image Variables							
1	The popularity of AQUALife is a product created by a company that has good credibility	0	1.7	33.3	3.58	3.63	Tall
2	AQUALife products have a positive Brand Image in the eyes of consumers.	0	1.7	35.8	3.61	3.61	Tall

3	AQUALife products provide product innovation that is beneficial to the environment	0	2.5	37.5	3.58	3.58	Tall
Average Brand Image						3.55	Tall
Advertising Variables							
1	AQUALife product advertisements aim to provide interesting stories to arouse consumer curiosity.	0	0	40.0	60.0	3.60	Tall
2	AQUALife product advertisements have messages that encourage consumers to buy the product.	0	0	35.8	64.2	3.64	Tall
3	AQUALife product advertisements are displayed in every media to encourage consumers to buy the product	0	1.7	40.8	57.5	3.56	Tall
Advertising Average						3.6	Tall
Price Variables							
1	AQUALife product prices are varied and affordable.	0	0	45.0	55.0	3.55	Tall
2	The price of AQUALife products is in accordance with the quality and results desired by consumers.	0	0.8	42.5	56.7	3.56	Tall
3	The price of AQUALife products can compete with other AMDK products.	0	1.7	38.3	60.0	3.58	Tall
Average Price						3.55	Tall

Source: Processed primary data (2023)

Based on the table above, in the purchasing decision variable, the total average number of purchasing decision variables is 3.55% in the high category. The highest percentage is in the number of purchases indicator, namely 3.65% in the high category, and has the most answers in the strongly agree option at 67.5%

In the green marketing variable, the total average number of green marketing variables is 3.55% in the high category. The highest percentage is the green promotion indicator, which is 3.66% in the high category and has the most answers in the strongly agree option, at 66.7%.

In the brand image variable, the total average number of brand image variables is 3.60% in the high category. The highest percentage is the creator's image indicator, which is 3.63% in the high category and has the most answers in the strongly agree option at 65.0%.

In the advertising variable, the highest percentage was the message indicator, which was 61 delivered, namely 3.64% in the high category. The strongly agree option had the most answers, at 64.2%.

The total average price variable is 3.55% in the high category. The highest percentage is the indicator of suitability of price to benefits, namely 3.58% in the high category, which has a strongly agreeable answer of 3.58%.

Validity test

Table 2. Validity Test Results

Statement Items	R Count	R Table	Information
Purchase Decision Variables			
Y1.1	0.763	0.179	Valid
Y1.2	0.653	0.179	Valid
Green Marketing Variables			
H1.1	0.705	0.179	Valid

H1.2	0.593	0.179	Valid
Brand Image Variables			
H2.1	0.705	0.179	Valid
H2.2	0.593	0.179	Valid
Advertising Variables			
H3.1	0.743	0.179	Valid
H3.2	0.647	0.179	Valid
Price Variables			
H4.1	0.771	0.179	Valid
H4.2	0.684	0.179	Valid

Source: Processed primary data (2023)

Based on the table above, for each variable, 2 statement items were found to be valid because the calculated r was greater than the table's r so that it could be used for further data collection.

Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach Alpha	CA reference	Information
Purchase Decision (Y1)	0.839	0.50	Reliable
Green Marketing (H1)	0.602	0.50	Reliable
Brand Image (H2)	0.619	0.50	Reliable
Advertising (H3)	0.544	0.50	Reliable
Price (H4)	0.692	0.50	Reliable

Source: Processed primary data (2023)

Based on the table above, it can be seen that the Cronbach's alpha results for each variable are more than the required minimum Cronbach's alpha standard, namely > 0.50 or $> 50\%$. So it can be seen that the purchasing decision variable (Y1) 67 has a Cronbach's alpha value of 0.839, the green marketing variable (X1) has a Cronbach's alpha value of 0.602, the brand image variable (X2) has a Cronbach's alpha value of 0.619, the advertising variable (X3) has Cronbach's alpha value is 0.544, and the price variable (X4) has a Cronbach's alpha value of 0.692. Thus, all variables are reliable because all variables have a Cronbach's alpha value > 0.50 . Thus, the questionnaire in this study can be trusted.

Normality test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters	Mean	.0000000
	Std. Deviation	
Most Extreme Differences	Absolute	.174
	Positive	.104
	Negative	-.174
Test Statistics		.174
Asymp. Sig. (2-tailed)c		.200
Monte Carlo Sig. (2-tailed)d	Sig.	.200
	99% Confidence	.001
	Intervals	Bound
		Upper
		Bound

Source: Processed primary data (2023)

Based on the table above, in the normality test, it is known that the significance value is $0.200 > 0.05$, so it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Model	Coefficients	
	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Green Marketing (H1)	0.577	1,732
Brand Image (H2)	0.582	1,717
Advertising (H3)	0.429	2,330
Price (H4)	0.462	2,164

Source: Processed primary data (2023)

Based on the table above, the characteristic variables of green marketing, brand image, advertising, and price have a tolerance value of > 0.10 and a VIF value of < 10.00 . Therefore, all independent variables used in this research are not correlated between one independent variable and other independent variables or multicollinearity does not occur.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	5,413	1,114		4,729	,004
Green Marketing	,215	,079	,147	1,214	,220
Brand Image	-.013	,115	-.017	-.116	,908
Advertisement	,144	,148	,089	,435	,217
Price	-.050	,056	-.131	-.884	,379

Source: Processed primary data (2023)

Based on the results of the heteroscedasticity test, the variables green marketing, brand image, advertising, and price have a significance value of $70 \geq 0.05$. Therefore, it can be concluded that all independent variables used in this research do not experience symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std Error	Beta		
(Constant)	-2,513	1,835		-1,369	0.174
Green Marketing (H1)	0.041	0.144	0.022	0.287	0.775
Brand Image (H2)	0.480	0.173	0.209	2,781	0.006
Advertising (H3)	0.909	0.221	0.361	4,119	0.001
Price (H4)	0.578	0.152	0.321	3,798	0.001

Source: Processed primary data (2023)

Based on the SPSS output data in the table above, it can be explained that: 1) The constant value is negative at -2.513. This finding shows that if there is no change in the green marketing variables, brand image, advertising, and price, the purchasing decision will remain at a score of -2.513. 2) the regression coefficient for the green marketing variable has a positive value of 0.041, meaning that if there is an increase of one unit in the green marketing variable, it will affect an increase in the purchasing decision variable of 0.041. 3) The regression coefficient for the brand image variable is positive at 0.480, meaning that if there is an increase of one unit in the brand image variable, it will affect the increase in the purchasing decision variable by 0.480. 4) The regression coefficient for the advertising variable is positive at 0.909, meaning that if there is an increase of one unit in the advertising variable, it will affect the increase in the purchasing decision variable by 0.909. 5) The regression coefficient for the price variable has a positive value of 0.578, meaning that if there is an increase of one unit in the price variable, it will affect an increase in the purchasing decision variable of 0.578.

5. Discussion

The Influence of Green Marketing on Purchasing Decisions

Based on the results in Table 7, the first hypothesis in this research is that the green marketing variable has a positive and significant effect on purchasing decisions. Thus, in the results of this research green marketing has no significant effect. This means that there is a decrease in green marketing at AQUALife, so purchasing decisions will also decrease. On the other hand, if green marketing increases in AQUALife, purchasing decisions will also increase. The results of this research are in line with research conducted by Mahendra & Nugraha (2021), which state that green marketing has no significant effect on purchasing decisions. Suppose green marketing is a company's method of utilizing the environment in marketing activities. In that case, companies must continue to explain the function of environmentally friendly products so that consumers understand more about the benefits provided to the environment so that consumer purchasing decisions increase.

The Influence of Brand Image on Purchasing Decisions

Based on Table 7, the second hypothesis in this research is that the brand image variable has a positive and significant effect on purchasing decisions. Thus, in the results of this research, brand image has a positive and significant effect on purchasing decisions. This result means that there is an increase in the brand image of AQUALife, so purchasing decisions will increase. On the other hand, if AQUALife's brand image decreases, purchasing decisions will also decrease. The results of this research are in line with the results of research conducted by Amelia (2017) and Abidin (2023), which stated that brand image has a positive and significant effect on purchasing decisions. This finding is because the products produced by the company are attractive and in accordance with the desires and needs of consumers, so the products produced have a positive image of the brand. The result is supported by research conducted by Kongprapunt and Pupat (2018), which found that brand image has a real influence on consumer purchasing decisions.

The Influence of Advertising on Purchasing Decisions

Based on the results in Table 7, the third hypothesis in this research is that the advertising variable has a positive and significant effect on purchasing decisions. Thus, in the results of this research advertising has a positive and significant effect on purchasing decisions. This finding means that if there is an increase in advertising on AQUALife, purchasing decisions will increase. Conversely, if advertising on AQUALife decreases, purchasing decisions will also decrease. This result is because the advertisements carried out by the company display promotions that provide an impression and message that attracts attention so that consumers make purchases of the advertised products. Research conducted by Nangoy and Tumbuan (2018) stated that advertising has a significant influence on purchasing decisions. Arga Pratama supports this, and Kristiana (2022) states that advertising has a significant and positive influence on purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on Table 7, the fourth hypothesis in this research is that the price variable has a positive and significant effect on purchasing decisions. Thus, in the results of this research, price has a positive and significant effect on purchasing decisions. This result means that if the price of AQUALife increases, purchasing decisions will increase. Conversely, if the price of AQUALife decreases, purchasing decisions will also decrease. This finding is because the price value provided by the company is in accordance with what consumers expect so that consumers can make purchases of products. Based on research conducted by Yaqin (2022), price has a significant effect on purchasing decisions; according to Rianty (2022), price has a positive and significant effect on purchasing decisions. Which states that price has a positive influence on purchasing decisions.

6. Conclusion

Based on the results of the analysis and discussion, the conclusion of the influence of green marketing, brand image, advertising, and price on purchasing decisions for AQUALife products in this research is as follows: Green marketing has no significant effect on purchasing decisions for AQUALife products, indicated by consumers not knowing the function and the benefits of AQUALife environmentally friendly products. This result shows that green marketing is unable to influence purchasing decisions for AQUALife products. Brand image has a positive and significant influence on purchasing decisions for AQUALife products, showing attractive by-products and in accordance with consumers' desires and needs, resulting in a positive image for AQUALife products. This shows that brand image is able to influence purchasing decisions for AQUALife products. Advertisements have a positive and significant effect on purchasing decisions for AQUALife products, as shown by advertisements displaying promotions that give impressions and messages that attract the attention of consumers of AQUALife products. This finding shows that advertising is able to influence purchasing decisions for AQUALife products. Price has a positive and significant effect on purchasing decisions for AQUALife products, shown by the price set on the product in accordance with consumer expectations, and shows that price can influence purchasing decisions for AQUALife products.

The managerial implications in this research are that managers need to ensure products and production processes comply with environmentally friendly principles, clear communication about green initiatives is very important, managers need to ensure the brand image is consistent across all marketing channels and customer interactions, a positive customer experience can be achieved. To improve brand image and choose advertising media that suits the target market, managers must measure the effectiveness of advertising and conduct analysis to understand how advertising influences purchasing decisions; managers need to understand competitors' prices and their price position in the market to maintain competitiveness.

Recommendations

Based on the conclusions above, the suggestions given by the author are as follows: The author suggests that AQUALife needs to provide information to consumers regarding product distribution channels by paying attention to environmental aspects and introducing its products to the wider community with the aim of influencing consumers to purchase products. The author suggests that AQUALife needs to advertise the function of AQUALife products, which are environmentally friendly so that consumers understand more about the benefits provided to the surrounding environment that can influence consumers to purchase products. The author suggests that AQUALife needs to increase information widely through all existing media platforms so that consumers are getting to know AQUALife and that it can influence consumers to purchase products. AQUALife needs to provide education about how the products made have a long process from developing the product to becoming a product that is ready for consumption and requires large investment costs, and this is the reason AQUALife products have a higher price than other AMDK products so that it can influence consumers to purchase the product.

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