

The impact of brand awareness, green marketing, and consumer behaviour on purchasing decisions: Empirical evidence from Bottled Water consumers in South Jakarta

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ABSTRACT

The bottled water industry in Indonesia is experiencing rapid growth and increasingly fierce competition in line with the growing public demand for hygienic and practical products. Additionally, consumer awareness of environmental and sustainability issues influences purchasing preferences. However, there is limited empirical research that simultaneously examines the influence of brand awareness, green marketing, and consumer behavior on purchasing decisions, particularly for AMDK products in urban areas. This study aimed to analyze the influence of these three variables on purchasing decisions for Bottled Water products in South Jakarta. This study employed a quantitative approach using a survey method targeting 160 Bottled Water consumers selected through purposive sampling. Data were collected via questionnaires and analyzed using validity and reliability tests and multiple linear regression. The results indicate that brand awareness has the most significant influence on purchasing decisions, followed by green marketing, and consumer behavior. The research model explained 85.8% of the variation in purchasing decisions. The limitations of this study lie in its geographical scope and limited sample size, which means that the results cannot be generalized nationally. The main contribution of this study is to provide new empirical evidence regarding the integration of the three main variables in the context of the Indonesian bottled water industry and offer practical recommendations for companies to strengthen their sustainability-based marketing strategies and brand reinforcement.

Keywords: *brand awareness, green marketing, consumer behavior, purchasing decisions, sustainability.*

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1. INTRODUCTION

Purchasing decisions include decisions on what to buy and what is not to buy. These decisions can affect the decision-making process. Companies must focus on the variables consumers prioritize to attract customers, as numerous considerations influence their purchasing decisions (Apriany & Gendalasari, 2022). The mineral drinking water industry is becoming increasingly competitive and growing rapidly. This is because human needs are increasingly complex due to the many activities carried out by humans. Things that are considered valid are now sought more often by people. In addition, they require drinking water that is clean, hygienic, and considerate of the environment, without needing to be cooked first. This approach is both practical and effective. When buying mineral water, customers consider what factors interest them (Putra et al., 2023).

The Indonesian bottled drinking water (AMDK) industry, especially the Aqua brand, has undergone a significant transformation in recent years. According to the Top Brand Index data, although Aqua remains the most popular drinking water brand, its market share has fallen from 61.5% in 2020 to 46.9% in 2024. This decline shows that there is increasingly fierce competition from other brands such as Le Minerale and Cleo, and consumer awareness of the environmental impact of the products they buy is increasing. The increasing amount of plastic waste, especially from bottled drinking water (AMDK), has become a major environmental problem. Awareness of the adverse impacts of single-use plastic has risen in recent years, prompting customers to scrutinize what they utilize. According to Sungai Watch research, large companies, such as Danone-Aqua, Orang Tua, and Wings, produce the most plastic waste. Danone-Aqua contributed 10% of the sorted waste.

In the last six months, 50 percent of global consumers have become more environmentally conscious, especially in Southeast Asia and the Middle East, according to the PwC's Global Consumer Insights Survey. In Indonesia, 86% of the consumers indicated that they had adopted ecologically sustainable behaviors, followed by Vietnam and the Philippines at 74%. In contrast to individuals employed outside the home, remote workers are likely to patronize organizations that endorse environmental sustainability and utilize eco-friendly packaging. Generation Z maintains significant goals for ecologically sustainable behavior, despite the predominance of millennials. The COVID-19 outbreak has expedited a rapid change in consumer behavior toward digital and sustainable shopping methods, creating new challenges and opportunities for the consumer sector.

Modern consumers are more intelligent when using their goods; they do not just purchase these goods but take advantage of their advantages. Customers will, even those who will not hesitate, spend more on obtaining high-quality goods. Almost all ready-to-drink drinks are packaged in plastic bottles (Andini, 2015). This undoubtedly affects the ecosystem, resulting in heightened plastic trash pollution. The number of consumers who are cognizant of their effects on environmental purchases and favor sustainable products. Owing to intense competition in the AMDK industry, businesses must use different marketing strategies, such as green marketing. Given the intense competition in the AMDK industry, companies must implement innovative marketing strategies, including green marketing. Green marketing focuses on meeting consumers' needs without harming the environment. Consequently, understanding the impact of branding awareness, along with green marketing regarding consumer behavior and purchasing choices, is crucial, especially for bottled water products produced by Indonesia's leading plastic waste-generating companies. To solve this problem, this study examines Aqua's green marketing strategies and how these strategies can increase brand awareness and influence customer behavior. With increasing environmental awareness among consumers, it is important to understand how these three variables influence one another.

Many scholars have examined the effects of brand awareness on customer acquisition decisions. (Adriyanto & Subakti, 2023; Angela, 2021; Rosmayanti, 2023; Sari, 2021; Sipahutar, 2022). With different results. Research has been conducted on the effects of green marketing on consumer purchase decisions (Ginting et al., 2023; Khayatin et al., 2017; Rosyada & Dwijayanti, 2023; Sofiatu Rohmah & P.Tobing, 2023; Stevanie, 2015). Research has also been conducted on the impact of customer behavior on decisions about purchases by Adriyanti and Abubakar (2023) and Salmah (2019).

As outlined above, numerous studies have investigated the impact of brand awareness, green marketing, and consumer purchase decisions. However, no study has integrated the effects of brand awareness and green marketing with consumer behavior variables, rendering this study innovative and unique. The purpose of this research is to clarify the interaction among three variables: brand awareness, green marketing, and consumer behavior, and their influence on consumers' purchasing decisions about bottled drinking water in the Indonesian market. The results of this research can aid firms in formulating more effective and sustainable marketing strategies while clarifying the elements influencing consumer behavior in the bottled water sector.

2. LITERATURE REVIEW

2.1. Theory of Planned Behavior (TPB)

This research employs the Planned Behavior Theory (TPB), which was created by [Ajzen \(1991\)](#). This asserts that the personal desire to act is impacted by three main elements: temperament, personal standards, and perceived behavioral authority. This study investigates the impact of brand awareness, eco-friendly marketing, and consumer behavior on the purchase of aqua-bottled water products. Brand awareness and green marketing influence customer perceptions of Aqua. Consumers with a favorable view of Aqua owing to high brand awareness are likely to choose the product. The belief that a product is environmentally friendly also drives this positive attitude, directly impacting purchasing decisions. Perceived social influence relates to subjective norms. Suppose consumers feel that the people around them support using aqua products. Thus, they are more likely to follow these norms when choosing products. This shows that social norms and perceptions of what is considered correct by social groups significantly influence consumer behavior.

Perceived behavioral control refers to individuals' beliefs about their capability to execute a behavior. When customers find it easy to purchase aqua products and believe they can choose environmentally friendly products, they are likely to purchase them. Factors, such as how easy it is to obtain a product and information about it, also influence purchasing decisions. This research uses the principle of planned behavior to elucidate the impact of opinions, personal standards, and perceived behavioral control on the purchasing decisions of Aqua goods. By linking TPB to this research, we can understand how brand awareness, green marketing, and consumer behavior directly impact purchasing decisions and intentions shaped by attitudes and social norms. This study sought to investigate these associations more thoroughly by analyzing the mechanisms delineated by the Theory for each independent variable.

2.2. Purchase Decision

Purchase decisions are a type of consumer behavior when utilizing or using a product. Consumers undergo a process of analysis involving various inputs before deciding to purchase or utilize a specific product ([Abdul et al., 2022](#)). According to Kotler and Armstrong ([Ristanto et al., 2021](#)), Purchasing decisions on desired products pertain to buyer behavior. Individuals and families buy goods and services to meet their personal needs. When consumers purchase certain goods and services, they enter the purchasing decision stage, discovering, assessing, and choosing between alternative brands ([Larika & Ekowati, 2020](#)). Therefore, the summary of consumer purchasing decisions is as follows: consumers determine their needs or desires and search for information about available goods and services; after that, they review other options and choose the goods or services that best suit them. Personal and psychological factors include age, gender, occupation, lifestyle, personality, and values; social factors include family, roles, and status; and cultural factors include social class, culture, and subculture.

2.3. Brand Awareness

According to [Fatimah \(2014\)](#), one way to expand the brand market is to increase brand awareness. Brand awareness describes how a brand is embedded in consumers' minds; it can impact multiple categories and is crucial to brand equity. According to [Rivaldo et al. \(2021\)](#), "brand awareness" describes a customer's ability to recognize or recall a brand associated with a certain category of products. Brand awareness can be understood by analyzing its function in creating value. Brand awareness is the ability of potential customers to recognize or recall that a specific brand is linked to a certain product category ([Purnomo, 2018](#)).

Before making a purchase decision, consumers must be acquainted with the various brands available on the market. Consequently, consumers must recognize their brands. Awareness of the brand refers to the ability of prospective purchasers to recognize or remember the fact that a brand is connected to a particular product category ([Ramadayanti, 2019](#)). Establishing brand awareness, described as "the capacity of decision-makers within an organization's purchasing center to identify or remember a brand," is the initial phase of brand development. Brands are regarded as a source of significance, serving as "potent repositories of meaning, utilized intentionally and variably in the affirmation, formation, and perpetuation of self-concepts in the marketing epoch" ([Wang et al., 2016](#)). Brand knowledge refers to how healthy customers know and remember a brand. High brand knowledge can increase sales, customer loyalty, and brand value. Any business should have brand awareness, which helps customers better recognize their brand,

2.4. Green Marketing

Green marketing supports the environment by generating benefits. The concept of green marketing is diverse ([Nusraningrum et al., 2021](#)). Promoting goods that are considered environmentally friendly (AMA) is called green marketing. This type of marketing encourages safe environmental practices and allows companies to continue operating in an environmentally friendly manner ([Hanifah et al., 2016](#)). According to [Ardani \(2019\)](#), Green marketing analyzes the surroundings consequences pertaining to the creation, manufacturing, labeling, packaging, use, and storage of products or services. Kotler and Keller ([Prastiyo, 2016](#)) assert that attitudes signify green marketing. Green marketing examines the environmental impacts linked to the design, manufacturing, packing, labeling, utilization, and disposal of products or services, as well as the behaviors of producers and consumers. This serves as a distinct illustration of supply chain management applications.

Hennion and Kinnear ([Gustavo et al., 2021](#)) argue that Green Marketing (GM) is "all marketing activities that have helped cause environmental problems and may serve to provide a remedy for environmental problems." Green Marketing (GM) is defined as "relating to all marketing activities that have helped give rise to environmental problems and that may serve to provide solutions to environmental problems." Therefore, green marketing centers on environmentally friendly products and services. These include product design, products with environmental impact in mind, and production, which is a production process that saves resources and energy. Packaging: Materials used in packaging are recyclable or biodegradable. Labeling: The label of a product indicates its environmental impact. Application: This product was designed for environmentally sustainable use. Disposal: This product was intended for natural disposal. Businesses seeking to be sustainable and environmentally responsible should implement green marketing strategies.

2.5. Consumer Behavior

According to [Destian \(2017\)](#), the analysis of the behavior of consumers includes the actions of people, groups, or organizations, along with the methods used by consumers to choose, utilize, and gain advantages from goods Providing services to satisfy their requirements and preferences, as well as the impact of these processes on consumers and society. Consumer behavior encompasses individuals' actions to fulfill their demands for utilizing, consuming, and acquiring products and services. James F. Engel ([Shabrina, 2019](#)) defines Consumer behavior as the process of acquiring, utilizing, and expending goods

and services, together with the decision-making processes that transpire before and after these actions. Consequently, consumer behavior examines how people, teams, and institutions select, use, and throw away items and services to fulfill their requirements. Consumer behavior includes the decision-making process: consumers go through several stages in buying a product or service, from recognizing the need to evaluate available goods and services. Action: Consumers take action to satisfy their needs.

2.6. Hypothesis Development and Thinking Framework

Previous research can be used as a source of hypotheses or answers for the current study. It can also compare the author's current research with previous research. Several previous studies collected from journals and the Internet were used to compare the two. Research by Rosmayanti (2023) shows that brand awareness positively influences purchasing decisions. In contrast, Sipahutar (2022) determines that brand awareness does not substantially affect purchasing decisions. Stevanie (2015) research indicates that green marketing positively influences purchasing decisions. However, (Ginting et al., 2023) noted that green marketing can negatively or not affect purchasing decisions. (Adriyanti & Abubakar, 2023) determined that consumer behavior positively influenced purchasing decisions. On the other hand, Salmah (2019) demonstrated that consumer behavior exerted no substantial influence on purchasing decisions. Although many of these studies have examined the influence of brand awareness and green marketing separately, no research has examined these three variables by adding consumer behavior variables. This provides novelty and originality for the research being conducted. This framework was constructed upon the previously mentioned theoretical works and earlier research (see Figure 1).

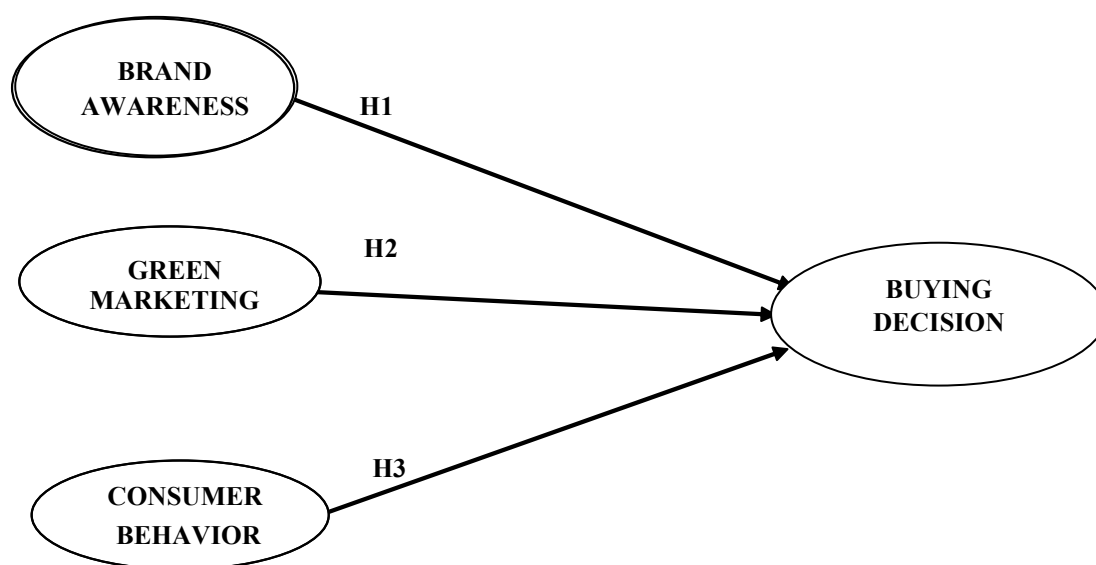


Figure 1. Thinking Framework

H1: There is an influence between Brand Awareness on Purchasing Decisions

The greater the awareness of the Aqua brand among customers, the more likely they are to choose and purchase a product. Brand awareness refers to consumers' capacity to recall a product, and corporations must embed their brand in customers' brains to ensure product recognition and to encourage repeat purchases. The results of (Porajow et al., 2020) show that brand awareness has a substantial influence on purchasing decisions. This aligns with research (Salmah, 2019) demonstrating a positive and substantial impact of brand awareness impact decisions about purchases.

H2: There is an influence between Green Marketing on purchasing decisions

Green marketing highlights environmental issues and promotes eco-friendly products. Consumers are increasingly cognizant of the environmental impact of their purchases, and many opt for eco-friendly items. The findings of the study that was carried out (Aldoko & Yuliyanto, 2016) show that there is an influence. There is a substantial correlation between green marketing and consumer purchase decisions. This aligns with research (Damayanti & Hendri Doni, 2024).

H3: There is an influence between consumer behavior on purchasing decisions

In research (Khairunnisa & Jamiat, 2021), consumer behavior significantly impacts purchasing decisions. This indicates that consumer behavior, including personal, psychological, and social factors, can influence purchasing decisions. This aligns with research (Dewi & Hayati, 2021) indicating that customer behavior, encompassing personal, psychological, and social elements, positively impacts purchasing decisions

3. METHODOLOGY

This study uses a quantitative approach with a survey method as a data collection technique, in which questionnaires are distributed to respondents who are consumers of Aqua brand bottled drinking water products in the South Jakarta area. To analyze the relationship between variables, namely brand awareness, green marketing, consumer behavior, and purchasing decisions, this study uses Structural Equation Modeling (SEM). The choice of SEM is based on its ability to analyze causal relationships simultaneously between latent variables that are complex and mutually influencing and to identify the direct and indirect effects of each variable on purchasing decisions. In addition, SEM allows for a thorough evaluation of the validity and reliability of research instruments and provides more in-depth analysis results than traditional statistical methods. Therefore, the use of SEM is considered appropriate in the context of this study to obtain a comprehensive understanding of the influence of *brand awareness*, *green marketing*, and consumer behavior on purchasing decisions for aqua products, especially in the face of modern consumer behavior dynamics.

The following is a strengthened explanation of data analysis techniques, specifically multiple regression and bootstrapping, which were carried out using a quantitative approach with the help of statistical software suitable for processing survey data. One of the main techniques used is multiple regression**, which tests the simultaneous and partial effects of several independent variables (brand awareness, green marketing, and consumer behavior) on the dependent variable (purchase decision). Multiple regression was chosen because it can identify the contribution of each predictor variable separately while controlling for the effects of other variables in the model, so that the analysis results become more accurate and informative in explaining the factors that influence purchasing decisions.

In addition to multiple regression, this study applied the **bootstrap** technique as part of the Structural Equation Modeling (SEM) analysis. Bootstrap is used to test the stability and significance of parameter estimates by randomly resampling from the original data hundreds to thousands of times. Using the bootstrap method, more robust confidence intervals and significance values were obtained. Thus, the results of hypothesis testing become more reliable and less dependent on the assumption of normal data distribution. This technique is very important in the context of SEM, because complex models with many latent variables require stable and valid parameter estimates, and with the combination of multiple regression and bootstrapping, this study provides a comprehensive and valid picture of the influence of brand awareness, green marketing, and consumer behavior on purchasing decisions for aqua products and ensures that the analysis results obtained can be trusted and scientifically justified.

3.1. Population & Sample

This study had a population consisting of all consumers of Aqua brand bottled drinking water products who live or make purchases in the South Jakarta area. This region was chosen because it has a high level of bottled drinking water consumption and reflects the characteristics of urban consumers in

accordance with the research objectives. The * Purposive sampling* method was used to obtain accurate and representative data, which is a sample selection technique based on certain criteria set by the researcher. These criteria include consumers who have purchased and consumed Aqua products at least once in the last three months. The number of samples was determined by referring to the analysis needs in the *Structural Equation Modeling* (SEM) method, using the guideline of the number of indicators multiplied by 10 so that the minimum number of respondents was 160 (16 indicators \times 10). With this method, it is expected that the data collected can objectively and validly reflect the behavior, perceptions, and consumer purchasing decisions of Aqua products in South Jakarta.

3.2. Data Collection Techniques

The questionnaire in this study refers to the indicators of each variable, namely, brand awareness, green marketing, consumer behavior, and purchasing decisions. The instrument used a Likert scale of 1 to 6 to measure the respondent's level of agreement with each statement submitted. The questionnaire was distributed both directly and through online media to respondents who met the purposive sampling criteria, namely Aqua consumers in the South Jakarta area, who had made at least one purchase in the last three months. Prior to a wider distribution, a *pre-test* was conducted on several respondents to evaluate the clarity and understanding of each question item.

The validity of the instrument was tested through construct validity analysis by checking the outer loading value of each indicator using Structural Equation Modeling (SEM) software. An indicator is considered valid if it has an outer loading value above 0.7, whereas indicators with values below this limit are eliminated from the analysis. Meanwhile, instrument reliability is tested using * Cronbach's Alpha and Composite Reliability* values, where values above 0.7 indicate that the instrument has a good level of internal consistency. This validity and reliability testing process aims to ensure that each item in the questionnaire accurately measures the variables under study so that the data collected have scientific credibility. The results of the validity and reliability tests are presented in the form of tables and graphs in the Research Results section to show the transparency and accuracy of the instruments used.

3.3. Research variables

The research variables are contingent upon purchase decisions, whereas the independent variables include brand awareness, green marketing, and consumer behavior. The following indicators were used to assess the study variables (Table 1).

Table 1. Measurements

Variable	Indicator	Reference
Purchase decision (Y)	<ul style="list-style-type: none">- The product is high quality.- Buy custom products- Provide recommendations to others- Repurchase the same product	(Larika & Ekowati, 2020)
Brand Awareness (X1)	<ul style="list-style-type: none">- Unaware of the brand (not aware of the brand)- Brand recognition (brand recognition)- Brand Recall (brand reminder)- Top of mind (top of mind)	(Krisnawati, 2016)
Green Marketing (X2)	<ul style="list-style-type: none">- Product development- Product manufacturing process- Product use- Product Packaging	Hawkins, Mathersbaugh, and Best in (Prastiyo, 2016)
Consumer Behavior (X3)	<ul style="list-style-type: none">- Cultural factors- Social factors- Personal factors- Psychological factors	Kotler Keller In (Shabrina, 2019)

3.4. Data analysis

T-count and bootstrapping were employed to evaluate the hypotheses in this study. This study uses multivariate linear regression to investigate the impact of digital brand awareness, green marketing, and consumer behavior on purchase decisions. The mathematical representation of multiple linear analyses is expressed as follows:

$$\text{Model: } KP = \alpha + \beta_1 BA + \beta_2 GM + \beta_3 CB + \varepsilon$$

This can be explained as follows.

KP= Purchase Decision

α = *Konstanta*

β = Beta *Beta*

BA =Brand Awareness

GM= Green Marketing

CB= Consumer Behavior

4. RESULT AND DISCUSSION

This study uses a questionnaire distributed as an instrument to measure brand awareness, green marketing, consumer behavior, and purchasing decisions. The object of this research is people who have consumed aqua and are currently consuming Aqua in South Jakarta. The number of questionnaires distributed to respondents so far is 160, with the following details: Each main variable in this study is measured using indicators that have been formulated operationally and consistently, with reference to theory and previous research results. The Brand Awareness variable was measured through four main dimensions: brand unawareness, brand recognition, brand recall, and brand position in the minds of consumers (top of mind). Each indicator was scored using a 1-6 Likert scale to identify respondents' level of awareness of the Aqua brand.

The Green Marketing variable was measured based on respondents' perceptions of the company's initiatives in implementing environmentally friendly principles, such as the use of recyclable packaging, the implementation of environmental conservation campaigns, and the company's commitment to sustainability. This measurement used a Likert scale of 1-6. Meanwhile, the Consumer Behavior variable is evaluated through indicators that reflect the process of information search, consideration of product alternatives, product evaluation, and purchase decision-making, all of which are adjusted to the relevant consumer behavior theory. The Purchase Decision variable is analyzed by looking at the extent to which respondents' decisions to buy aqua products are influenced by personal preferences, needs, and relevant external factors. All variable concepts and indicators were kept consistent from the questionnaire preparation stage to the process of analyzing and reporting the results to ensure that the interpretation and measurement of each variable remained accurate, standardized, and scientifically accountable.

4.1. Validity and Reliability Test

Validity tests demonstrate how accurately an item measures what it wants to measure. A substantial link between the item score and total score, signifying that the item contributes to the subject matter, is deemed legitimate. Items usually consist of questions or statements sent to respondents to reveal something. A significance level of 0.05 was employed using an R table, and a two-tailed test was conducted to assess significance. A positive value indicated that the item was legitimate. Conversely, an item is considered void if the r count is less than or equal to that in the r table. Reliability testing assesses the stability or consistency of measurement tools, which are typically evaluated using questionnaires. This indicates whether the instrument produces consistent measurements, even if the measurements are

repeated. A commonly used tool in research is Cronbach's alpha, such as a 1- 6 Likert scale. Reliability tests are additional validity tests that consider only valid items. Use limits to determine the reliability of the instrument. Data analysis using partial least squares (PLS) includes reliability testing to evaluate the internal consistency of the measuring instruments. Reliability indicates the measuring of instruments' precision, accuracy, and consistency in obtaining measurements. Composite reliability and Cronbach's alpha are two techniques used to evaluate reliability. The composite dependability or alpha value should typically exceed 0.5, although this value of 0.6 remains acceptable (see Figure 2).

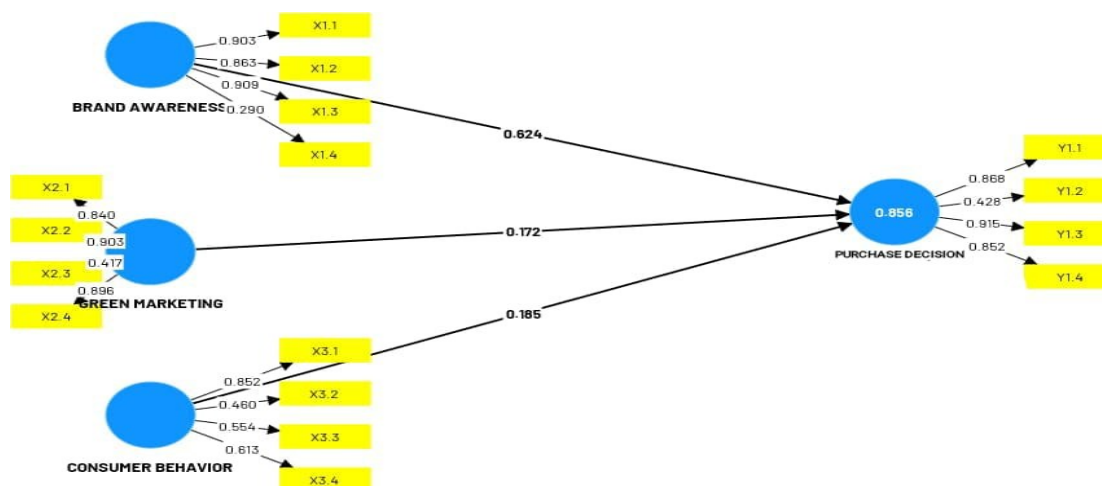


Figure 2 Outer Loadings Validity Before Dropping

Source: Results processed by Smart PLS 2025

If the outer loading value remained below 0.5, it was eliminated. The outer loading values are below 0.5 for the brand awareness variable X1.4, the green marketing variable X2.3, and the consumer behavior variable X2.3. A validity test was conducted to ensure that each indicator in the questionnaire precisely measured the intended variable. In this study, validity testing used an outer loading analysis of the structural equation Modeling (SEM) model. An indicator was considered valid if it had an outer loading value above 0.7. If there is an indicator with an outer loading value below 0.7 or even below 0.5, then the indicator is considered to be removed (drop) because it is less representative of the construct being measured. This step was important to avoid bias and ensure that only relevant and high-quality items were used in the analysis.

Furthermore, to measure the internal consistency between indicators in one variable, a reliability test was conducted using Cronbach's Alpha and Composite Reliability values. A construct was considered reliable if both the values exceeded 0.7. After the validity test, there are indicators that are eliminated, and the reliability test must be repeated to ensure that the construct remains stable and reliable. Indicators are eliminated solely to maintain the integrity and quality of the research instrument, so that only valid and reliable items are included in the final analysis. With this approach, the data obtained become more accurate, the results of the analysis can be interpreted more precisely, and the resulting conclusions have a strong scientific basis. This procedure is in line with the standard practice in modern quantitative research, especially in the application of SEM, where instrument validity and reliability are crucial aspects for producing a fit and reliable model (see Figure 3).

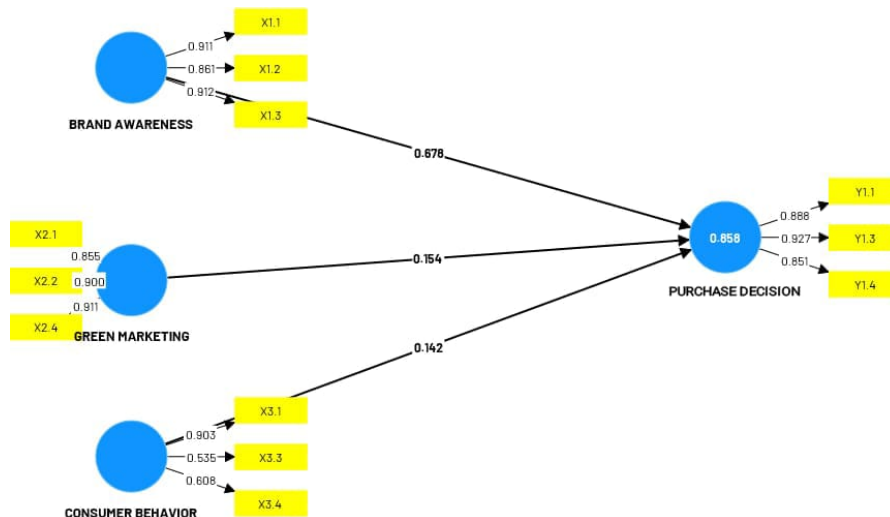


Figure 3 Outer Loadings Validity After Dropping

Source: Results processed by Smart PLS 2025

When the loading value exceeds 0.5. The outcomes of the outer loading assessment indicate that all constructs are legitimate. This indicates that the indicator possesses a high degree of validity, thus fulfilling the criteria for validity. Table 2 explains the loading and T-statistics values for each of the indicators that have been corrected.

Table 2. Validity Test After Dropping

Variable	Indicator	Loading	Information
Brand Awareness	X1.1	0.911	Valid
	X1.2	0.861	Valid
	X1.3	0.912	Valid
Green Marketing	X2.1	0.855	Valid
	X2.2	0.900	Valid
	X2.4	0.911	Valid
Consumer Behavior	X3.1	0.903	Valid
	X3.3	0.535	Valid
	X3.4	0.608	Valid
Purchase Decision	Y1.1	0.888	Valid
	Y1.3	0.927	Valid
	Y1.4	0.851	Valid

Source: Processed results, Smart PLS 2025

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	Average Variance Extracted (AVE)
Brand Awareness	0.876	0.890	0.923	0.801
Green Marketing	0.868	0.875	0.919	0.790
Consumer Behavior	0.551	0.769	0.733	0.491

Variable	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	Average Variance Extracted (AVE)
Purchase Decisions	0.867	0.869	0.919	0.791

Table 3 shows composite reliability, and the Cronbach's alpha results were reliable, with variable values above 0.70. This shows the consistency and stability of the instruments used in this research; therefore, all constructs or variables are suitable, and the statements used to measure each variable have good reality.

4.2. Inner Model (Goodness of Fit Model) (R^2)

The external model test or assessment of the measurement model was conducted after the internal model test. The R^2 value quantifies the extent of variation in the fluctuations of the independent variable relative to the dependent variable, assessing the importance of components in the structural model within the PLS. Each line's function line value or t-value can be employed to evaluate the structural model. The R^2 (R-Square) value is a statistical indicator used to measure how much variation in the dependent variable (purchase decision) can be explained by the independent variables in the model, namely, brand awareness, green marketing, and consumer behavior. In the context of this research, the R^2 value obtained from SEM analysis or multiple regression indicates the level of "goodness of fit" of the model, or in other words, how well the model built can represent the reality of data in the field. The value of the R-square for the purchasing choice variable is 0.858. Brand awareness, green marketing, and consumer behavior variables explain 85.8% of the variance in the purchasing decision variables, whereas additional factors outside the proposed model account for the remaining 14.2%. Thus, the interpretation of the R^2 value in this study is very important for assessing the effectiveness of the model in mapping the influence of brand awareness, green marketing, and consumer behavior on purchasing decisions. A good R^2 value also strengthens the validity and reliability of the research results as well as a basis for companies to prioritize marketing strategies that have the most influence on consumer behavior.

4.3. Direct Effect Hypothesis

The path ratio signifies the degree of relevance of the hypothesis. In a two-tailed hypothesis, the t-statistic must exceed 1.96 in a two-tailed hypothesis, in a one-tailed hypothesis, the p-value must be below 0.05. The mediation test in this study used the bootstrapping method to analyze the indirect and specific effects using SmartPLS 4.0. Figure 4 illustrates the results of the evaluation of the study's structural model.

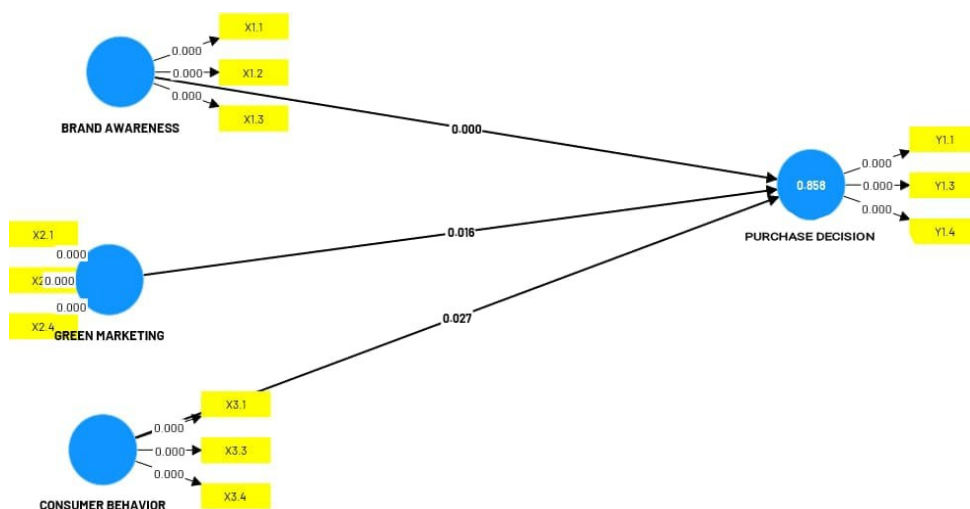


Figure 4. Hypothesis Testing Results

Table 5. Direct Effect Test Results

Path	O	M	STDEV	T-Stat	P-Value
Brand Awareness → Purchase Decisions	0.678	0.671	0.086	7.909	0.000
Green Marketing → Purchase Decisions	0.154	0.149	0.072	2.156	0.016
Consumer Behavior → Purchase Decisions	0.142	0.156	0.073	1.932	0.027

Table 5 illustrates that the p-values and t-statistics for the direct association between exogenous and endogenous variables represent path coefficient values. The initial hypothesis indicates that brand knowledge significantly impacts purchase decisions, as evidenced by a p-value of 0.000, a t-statistic of 7.909, and a path coefficient of 0.678. The t-statistics are 7.909, exceeding the t-table value of 1.64, and the p-value is 0.000, which is below 0.05. Brand awareness profoundly impacts purchasing decisions, thus validating this fundamental notion. The second hypothesis test assesses the effects of green marketing's influence on purchase decisions, yielding a p-value of 0.016, t-statistic of 2.156, and path coefficient of 0.154. The t-statistics are 2.156, exceeding the p-value of 0.016, which is less than 0.05, and the t-table value is 1.64. Green marketing profoundly affects consumer purchase decisions, substantiating the second assumption. The final hypothesis test assesses the impact of customer behavior on purchasing choices, producing a p-value of 0.026, t-statistic of 1.936, and path coefficient of 0.142. The t-statistic is 1.932, which is below the t-table value of 1.64, and the p-value is 0.027, exceeding 0.05. Consumer behavior substantially impacts decisions about purchases; so, the third hypothesis is validated

4.4. Research result

The analytical test results indicate that brand awareness (X1) substantially affects purchasing decisions (Y). The SmartPLS 4.0 results indicate that the critical value of 1.96 is exceeded by the t-statistic of 7.909, and the p-value of 0.000 is below 0.05. Thus, brand awareness influences consumers' purchase choices of aqua-bottled water products. The data gathered in this study indicate that consumers with elevated brand awareness are more inclined to purchase aqua items. This corresponds with the TPB. posits that attitudes, subjective standards, and perceived behavioral control affect purchase intention. In this case, brand awareness helps customers perceive Aqua better, thereby influencing their purchase decisions. When customers recognize and remember the Aqua brand, they are more likely to make more confident decisions when purchasing a product. The results showed that most participants had a high awareness of the Aqua brand and associated it with quality and trust.

Customers' higher levels of brand knowledge are the most important factors in their purchasing decisions. These findings indicate that brand knowledge elements are sufficiently strong to explain or predict consumers' purchasing decisions. Other factors may also be more dominant in influencing consumers' purchasing decisions. This aligns with research (Arianty & Andira, 2021) that demonstrates the beneficial influence of brand awareness on purchasing decisions. The analytical test results demonstrate that the green marketing variable (X2) significantly influences the purchasing decisions (Y). The SmartPLS 4.0 findings indicate that the t-statistic of 2.156 exceeds the t-table value of 1.96, and the p-value of 0.016 is below 0.05. Therefore, it is reasonable to accept the hypothesis that green marketing significantly affects consumers' decisions about what they buy. Consumers should consider companies' green marketing strategies when purchasing organic goods. The green marketing hypothesis suggests that green marketing tactics can attract customers' attention and change attitudes and social norms, thereby influencing buyers' decisions. These findings suggest that enterprises' increased utilization of green marketing significantly influences their purchase decisions. This indicates that green marketing possesses adequate capacity to elucidate or forecast the influence it exerts on purchasing decisions. This corresponds with research (Setiawan & Yosepha, 2020) indicating that green marketing favorably affects purchasing decisions.

The analytical test results demonstrate that the consumer behavior variable (X3) significantly influences purchasing decisions (Y). The SmartPLS 4.0 results indicate that the statistical value of 1.932 exceeds the t-table value of 1.96, and the p-value of 0.026 is below 0.05. The claim that customer behavior has a positive and substantial impact on purchasing decisions is correct. Consumer behavior, culture,

society, and psychology can influence purchasing decisions. According to the last hypothesis, purchasing decisions are influenced by buyer behavior. Respondents' demographic characteristics, such as age and education level, affected their behavior while selecting Aqua items, as demonstrated in Chapter 4. Pursuant to the Theory, consumer behavior illustrates how subjective attitudes and conventions influence purchasing intentions. Research indicates that marketing and personal traits significantly affect consumer behavior. This is in line with research (Gohae et al., 2021).

5. CONCLUSIONS

This study aims to examine how brand awareness, green marketing, and consumer behavior influence consumers' decisions to buy bottled drinking water from the Aqua brand in South Jakarta. The results of the data analysis and hypothesis testing yielded the following findings. The analytical results demonstrate that brand awareness (X1) significantly influences purchasing decisions (Y). This empirical study illustrates that brand awareness, encompassing brand unawareness, brand recognition, brand recall, and memory prominence, may influence an individual's purchase decisions when obtaining a product. Green Marketing (X2) influences purchasing decisions (Y) regarding aqua products. This empirical evidence shows that green marketing factors are sufficient to influence purchasing decisions. Consumer behavior (X3) positively influences purchasing decisions (Y) regarding AMDK Aqua products. Positive effects on cultural, social, personal, and psychological factors can be communicated strongly enough to influence consumers' purchase decisions. The empirical evidence shows this.

The practical implications that can be drawn from the results of this study for businesses, particularly in the bottled water industry and other consumer product sectors, are that brand awareness has been proven to have the most dominant influence on purchasing decisions for Aqua bottled water products in South Jakarta. Therefore, companies should focus their strategies on consistently strengthening brand awareness through intensive marketing, product innovation, and maintaining quality to retain consumers' top choices. Additionally, authentic green marketing should be integrated as a differentiation strategy, increasing consumer awareness of environmental issues. A genuine commitment to sustainability strengthens brand image and attracts environmentally conscious market segments. Although the influence of consumer behavior is relatively small, market research is still necessary on a regular basis to understand the dynamics of consumer preferences and habits. The synergy of these three aspects strong brand awareness, credible green marketing, and understanding of consumer behavior is expected to serve as a foundation for sustainable business growth and enhanced competitiveness in the face of increasingly intense market competition.

5.1. Suggestion

Expanding the Research Area: To test the consistency of research results in various places, it is recommended that future research cover a wider area other than Jakarta, such as other large cities in Indonesia. Adding Additional Variables: Consider including variables such as brand loyalty, perceived product quality, or price promotions, as these factors can significantly influence a consumer's decision to purchase something. Mixed Methods: Employ a mixed-methods approach, including quantitative and qualitative analyses, to comprehensively understand the factors affecting purchasing decisions. Researchers should perform other investigations in companies beyond Aqua to ascertain whether the impact of green brand awareness on marketing and consumer purchasing behavior is analogous or divergent in other organizations.

5.2. Limitation & Further Research

This study was confined to Jakarta; hence, the findings cannot be extrapolated to the entirety of Indonesia. This research in Jakarta may not accurately represent customer behavior in other locations. The research sample was taken only from a portion of Aqua consumers, totaling 160 respondents from the

entire research population. Unmeasured Variables: If research focuses on brand awareness, green marketing, and consumer behavior, it may ignore other factors that influence consumer purchasing decisions. Because interviews were not conducted to confirm the research results, the explanation only discussed respondents' perceptions and hypotheses.

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