Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholars Scientific Journal
ISSN (Online): 3089-9001
https://journal.arepublisher.com/index.php/belacoss

The Influence of Green Advertising, Eco-Label, and E-WOM on Purchase Decisions of Le Minerale Products

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ABSTRACT

This study aims to examine the influence of green advertising, eco-labels, and electronic word of mouth (E-WOM) on consumer purchase decisions of Le Minerale bottled water products. The research is motivated by the growing consumer awareness of sustainability issues and the environmental impact of plastic packaging, which encourages companies to adopt environmentally oriented marketing strategies. Using a quantitative approach with Partial Least Square-Structural Equation Modeling (PLS-SEM), data were collected from 150 respondents who are Le Minerale consumers in the Greater Jakarta area. A five-point Likert scale questionnaire was employed to measure perceptions of the studied variables. The results indicate that green advertising has a positive and significant effect on purchase decisions. Eco-labels on product packaging further strengthen consumer trust in choosing environmentally friendly products, while E-WOM through social media plays a crucial role in shaping preferences and encouraging repeat purchases. The findings highlight that the integration of green marketing strategies and digital communication can enhance consumer purchase intention. Theoretically, this study contributes to the literature on green consumer behavior, while practically providing insights for companies to design environmentally oriented marketing strategies and leverage online communication to strengthen their eco-friendly image and competitiveness.

Keywords *: Green Advertisin; Eco-Labe; Electronic Word of Mouth (E-WOM); Purchase Decision; Le Minerale.*

Submitted: 26-11-2025 Revised: 03-01-2026 Accepted: 13-01-2026

Article Doi:
https://doi.org/10.66755/belacoss.v2i1.168

INTRODUCTION

Environmental issues have become increasingly urgent in recent decades, with sustainability emerging as a global priority. Rapid population growth, rising consumption levels, and unsustainable production practices have placed immense pressure on ecosystems worldwide. Among these concerns, plastic waste has received particular attention due to its persistence in the environment and harmful effects on human health and biodiversity. Plastic products take centuries to decompose, creating long-term ecological challenges when mismanaged. In Indonesia, plastic waste has grown significantly; data from the Ministry of Environment and Forestry (KLHK) indicate that plastic waste increased from 11% of total waste in 2010 to 17% in 2021. Improper disposal of plastic contributes to pollution in land and marine ecosystems, with Indonesia ranked as the world's second-largest contributor of marine plastic waste after China.

The bottled water industry (air minum dalam kemasan or AMDK) represents a major contributor to this waste. Plastic bottles and cups consistently rank among the top three categories of plastic waste in major Indonesian cities. National projections suggest that total waste generation will reach 70.8 million tons in 2025, with plastic contributing nearly 10 million tons. This problem is compounded by the fact that plastic bottles, commonly used in the AMDK industry, require up to 400 years to decompose. The environmental challenges posed by the industry have created rising public awareness about sustainability, particularly among consumers who are increasingly conscious of the ecological impact of their consumption patterns.

In response, businesses are under pressure to demonstrate responsibility by integrating environmentally sustainable practices into their operations. In the bottled water sector, this includes adopting recyclable materials, partnering with waste management initiatives, and designing marketing campaigns that emphasize environmental commitments. Le Minerale, one of Indonesia's fastest-growing bottled water brands, provides a relevant case. While its market share rose from 4.6% in 2021 to 18.8% in 2024, it still competes with industry leaders such as Aqua. To strengthen its market position and reputation, Le Minerale has implemented several sustainability-oriented initiatives. For example, its collaboration with Plasticpay promotes circular economy practices by encouraging consumers to recycle plastic waste through drop points and reverse vending machines. These programs not only mitigate environmental impacts but also align with consumer expectations for eco-friendly behavior.
Despite these efforts, competition remains intense, and consumer preferences are influenced by various factors beyond price and product quality. In particular, three elements are thought to strongly affect purchase decisions in the context of environmentally oriented marketing: green advertising, eco-labels, and electronic word of mouth (E-WOM).

LITERATURE REVIEW

Costumer Behavior

Consumer behavior refers to the actions taken by individuals in searching for, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires (Schiffman & Wisenblit, 2019). Purchasing decisions are influenced by cultural, social, personal, and psychological factors (Kotler, Keller, & Chernev, 2022).

Stimulus-Organism-Response (S-O-R) Model
The S-O-R framework explains how external stimuli (stimulus) influence consumers' internal cognitive and affective processes (organism), which then result in behavioral responses (response). In this study, green advertising, eco-labels, and electronic word of mouth serve as external stimuli that shape consumer perceptions, attitudes, and trust, ultimately affecting purchase decisions.

Tripple Bottom Line (TBL)
The TBL concept, introduced by Elkington (1988), emphasizes that companies should focus not only on profit but also on people (social responsibility) and the planet (environmental sustainability). Businesses that balance these three aspects are expected to achieve sustainable growth and a positive corporate image.

Markeing Management
Marketing management is defined as the process of creating, communicating, delivering, and exchanging offerings that provide value for customers and society at large (American Marketing Association, 2017). Effective marketing builds long-term customer relationships rather than simply encouraging one-time purchases.

Green Consumer Behavior
Green consumer behavior refers to the tendency of consumers to consider environmental and social aspects in their purchasing decisions (Le & Suphelen, 2017). Environmentally conscious consumers prefer eco-friendly products and companies that implement sustainable practices.

Purchase Decision
A purchase decision involves recognizing a need, searching for information, evaluating alternatives, making a purchase choice, and post-purchase evaluation (Kotler, Keller, & Chernev, 2022). Indicators of purchase decisions include need recognition, trial intention, confidence in product quality, and repurchase behavior (Nayumi & Sitinjak, 2020).

Green Advertising
Green advertising is a marketing strategy that emphasizes eco-friendly aspects of products and promotes corporate responsibility toward environmental sustainability (Maharani & Musdalifah, 2022). Its indicators include green product, green price, green place (distribution), and green promotion (Astutik & Walyoto, 2023).

Eco-Label
Eco-labels are signs or logos on product packaging that indicate a product's environmentally friendly attributes (Sabilla & Hendayani, 2022). Indicators include consumer awareness of eco-labels, ease of recognition, and trust in the information provided (Dewi & Rahyuda, 2018).

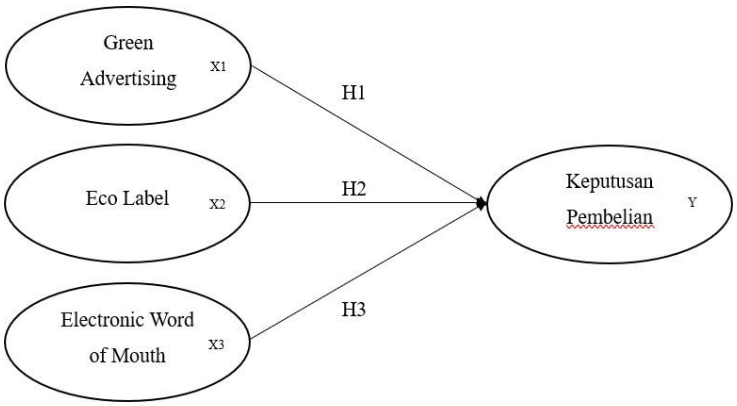
Electronic Word of Mouth (E-WOM)
E-WOM refers to consumer communication about products or services, shared through online platforms, which can influence other consumers' attitudes and decisions (Karimi Alavijeh et

al., 2018). Its indicators include intensity, positive valence, negative valence, and content quality (Goyette, 2010).

Framework

Previous studies consistently show that green advertising, eco-labels, and electronic word of mouth (E-WOM) play important roles in influencing consumer purchasing behavior. Hasanah, Hindrayani, and Noviani (2023) found that environmental awareness and green advertising positively affect purchase decisions, while Dewi, Mekar, and Gunawan (2021) confirmed that green advertising and brand image have a positive impact on consumer decisions. In terms of eco-labels, Ayes et al. (2024) reported that product differentiation, eco-labels, and brand awareness significantly influence purchase decisions for Eiger products in Semarang, and Sabilla and Hendayani (2022) likewise demonstrated that eco-labels positively affect green purchase behavior. Regarding E-WOM, Liyono (2022) found that it significantly influences purchase decisions for Crystalline bottled water, whereas Shelomita et al. (2024) showed that E-WOM and consumer satisfaction jointly drive repurchase interest in Azarine sunscreen products. Taken together, these studies reinforce the view that environmentally oriented marketing strategies and online consumer communication consistently strengthen consumer trust, preferences, and purchasing behavior across product categories. Based on the theoretical review and previous studies, the conceptual framework of this research can be constructed as follows:

Figure 1. Framework



Research Hypotheses:

1. Green Advertising has a positive and significant effect on Purchase Decisions.
2. Eco-Label has a positive and significant effect on Purchase Decisions.
3. Electronic Word of Mouth (E-WOM) has a positive and significant effect on Purchase Decisions.

METHOD

This study employed a quantitative approach with a causal-explanatory design to analyze the influence of green advertising, eco-labels, and electronic word of mouth (E-WOM) on purchase decisions of Le Minerale bottled water. The population consisted of consumers in the Greater Jakarta area, with 150 respondents selected through purposive sampling. Data were collected using an online questionnaire with a five-point Likert scale adapted from previous

validated studies, ensuring reliability and validity. A pilot test was conducted prior to distribution to confirm clarity of the instrument. The collected data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software, as this method is robust for testing both measurement and structural models, even with small samples and non-normal data distribution. The use of this method is justified as it allows comprehensive examination of causal relationships among latent constructs such as advertising perception, eco-label trust, and E-WOM in relation to consumer purchase decisions.

RESULTS AND DISCUSSION

Results

Ghozali (2015) explains that, as a general rule of thumb, a loading factor value should be above 0.7 for confirmatory research. However, for exploratory research, loading factor values between 0.6 and 0.7 are still considered acceptable.

Table 1. Outer Loadings

Construct	Indicator	Outer Loadings	Explanation
Green Advertising (X1)	GA1	0,874	Valid
	GA2	0,823	Valid
	GA3	0,846	Valid
	GA4	0,818	Valid
Eco Label (X2)	EL1	0,861	Valid
	EL2	0,832	Valid
	EL3	0,860	Valid
Electronic Word of Mouth (X3)	EWOM1	0,865	Valid
	EWOM3	0,864	Valid
	EWOM4	0,871	Valid
Purchase Decision (Y)	KP1	0,880	Valid
	KP2	0,835	Valid
	KP3	0,849	Valid
	KP4	0,860	Valid

Source: SmartPLS 3.0 (2025)

The results presented in Table 1 indicate that all indicators have loading factor values greater than 0.70. Therefore, all indicators are considered valid and meet the established criteria for outer loadings.

Table 2. Cronbach's Alpha and Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability	Explanation
Green Advertising	0,861	0,906	Reliable
Eco Label	0,810	0,887	Reliable
Electronic Word of Mouth	0,835	0,901	Reliable
Purchase Decision	0,878	0,916	Reliable

Source: SmartPLS 3.0 (2025)

Based on Table 2, the test results show that all latent variables have Composite Reliability and Cronbach's Alpha values ≥ 0.7. This indicates that all constructs in the study meet the reliability criteria. Thus, it can be concluded that the instrument or questionnaire used is consistent and reliable in measuring the variables under investigation.

Table 3. Average Variance Extracted (AVE)

Construct	Average Varianced Extracted (AVE)	Explanation
Green Advertising	0,707	Valid
Eco Label	0,724	Valid
Electronic Word of Mouth	0,751	Valid
Purchase Decision	0,733	Valid

Source: SmartPLS 3.0 (2025)

The convergent validity test results in Table 3 show that all constructs meet the specified criteria, with each having an Average Variance Extracted (AVE) value greater than 0.50.

Table 4. Fornell-Larcker Criterion

Construct	EL	EWOM	GA	KP
Eco Label	**0,851**			
Electronic Word of Mouth	0,834	**0,867**		
Green Advertising	0,815	0,839	**0,841**	
Purchase Decision	0,847	0,856	0,837	**0,856**

Source: SmartPLS 3.0 (2025)

Based on Table 4, all square root values of AVE are greater than the correlations of each construct with other constructs. This indicates that all constructs meet the discriminant validity criteria according to the Fornell-Larcker method, thereby confirming that the measurement instrument adequately distinguishes between constructs.

Table 5. Cross Loading

Construct	Eco Label	Electronic Word of Mouth	Green Advertising	Purchase Decision
EL1	**0,861**	0,718	0,652	0,744
EL2	**0,832**	0,672	0,708	0,708
EL3	**0,860**	0,718	0,722	0,708
EWOM1	0,746	**0,866**	0,774	0,769
EWOM2	0,601	**0,816**	0,763	0,694
EWOM3	0,733	**0,831**	0,695	0,728
EWOM4	0,688	**0,846**	0,711	0,728
GA1	0,713	0,746	**0,874**	0,720
GA2	0,670	0,741	**0,823**	0,702
GA3	0,674	0,736	**0,846**	0,701
GA4	0,680	0,722	**0,818**	0,690
KP1	0,724	0,746	0,725	**0,881**
KP2	0,716	0,761	0,717	**0,836**
KP3	0,748	0,704	0,711	**0,847**
KP4	0,711	0,747	0,713	**0,860**

Source: SmartPLS 3.0 (2025)

Table 5 shows that the loading value of each indicator is higher on its intended construct compared to its loading on other constructs. Thus, it can be concluded that all indicators meet the criteria for discriminant validity, and no issues were found in the measurement of discriminant validity.

Table 6. R-Square

Construct	R-Square	R Square Adjusted
Purchase Decision	0,809	0,805

Source: SmartPLS 3.0 (2025)

Based on Table 6, the R-Square (coefficient of determination) value for the purchase decision construct is 0.809. This means that the exogenous variables—green advertising, eco- label, and electronic word of mouth are able to explain 80.9% of the variation in purchase decisions, while the remaining 19.1% is influenced by other factors outside the model that are not discussed in this study.

Table 7. F-Square

Construct	F-Square
Green Advertising	0,097
Eco Label	0,152
Electronic Word of Mouth	0,146

Source: SmartPLS 3.0 (2025)

Based on Table 7, the results of the f^2 calculation in the research model show that all paths have values ranging from 0.097 to 0.152. These findings indicate that two exogenous constructs Green Advertising and Electronic Word of Mouth exert a small effect on the endogenous construct of Purchase Decision, as their f^2 values are close to 0.02, namely 0.097 and 0.146. In addition, one path demonstrates a medium effect, namely Eco-Label on Purchase Decision, with an f^2 value of 0.152, which is close to the 0.15 threshold.

Table 8. Q-Square

Construct	Q-Square
Purchase Decision	0,582

Source: SmartPLS 3.0 (2025)

Table 8 shows that the predictive relevance (Q^2) value for the Purchase Decision variable is 0.582, which is greater than 0. Based on the perceptions of Le Minerale consumers, this value indicates that the research model has strong predictive capability in explaining how the examined factors influence purchase decisions. This demonstrates that the model is effective in accounting for the majority of variation in purchase decisions.

Table 9. Hypothesis Test Result

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|OSTDEV|)	P Values	Explanation	Results
Eco Label (X2) → Purchase Decision (Y)	0,334	0,073	4,593	0,000	Positive and Significant	Accepted
Electronic Word of Mouth (X3) → Purchase Decision	0,350	0,099	3,525	0,000	Positive and Significant	Accepted
Green Advertising						

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|OSTDEV|)	P Values	Explanation	Results
(X1) → Purchase Decision	0,271	0,080	3,407	0,001	Positive and Significant	Accepted

Source: SmartPLS 3.0, 2025

Discussion

The Influence of Green Advertising on Purchase Decisions for Le Minerale Products

The analysis results show that Green Advertising (X1) has a significant effect on Purchase Decision (Y), with a coefficient value of 0.271, a T-statistic of 3.407, and a p-value of 0.001. These findings support the initial assumption that environmentally friendly advertising strategies can influence consumer decisions in choosing Le Minerale products. Although Green Advertising emphasizes sustainability messages and environmental awareness, its influence is proven to be strong enough in shaping positive perceptions that encourage purchase decisions. This finding is consistent with previous studies by Mustika et al. (2022) and Khoiruman and Purba (2020), which also found that environmentally oriented advertising has a positive impact on consumer behavior.

The Influence of Eco-Label on Purchase Decisions for Le Minerale Products

The analysis results reveal that Eco-Label (X2) has a significant effect on Purchase Decision (Y), with a coefficient value of 0.334, a T-statistic of 4.593, and a p-value of 0.000. This finding supports the initial assumption that the presence of eco-friendly labels on Le Minerale products can encourage consumers in making purchase decisions. Eco-Labels provide convincing information regarding a company's commitment to the environment, thereby enhancing consumer trust and interest. This result is in line with the studies of Putri (2023) and Ayes et al. (2024), which demonstrated that the presence of environmental labels contributes positively to consumer decisions in choosing products that are more ecologically responsible.

The Influence of Electronic Word of Mouth on Purchase Decisions for Le Minerale Products

The analysis results show that Electronic Word of Mouth (E-WOM) (X3) has a significant effect on Purchase Decision (Y), with a coefficient value of 0.350, a T-statistic of 3.525, and a p-value of 0.000. This finding supports the initial assumption that online consumer reviews and recommendations play an important role in driving purchase decisions for Le Minerale products. Electronic Word of Mouth (E-WOM) enables consumers to access information, experiences, and opinions from other users, which in turn influence their perceptions and confidence toward a product. This result is consistent with the studies of Ramdani and Ndruru (2024) and Wijaya et al. (2022), which also found that E-WOM contributes positively to purchase decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

This study was conducted to evaluate the influence of green advertising, eco-labels, and electronic word of mouth on purchase decisions. Based on the results of data analysis and the discussion in the previous chapter, several conclusions can be drawn as follows:

1. Green Advertising has a significant effect on Purchase Decisions for Le Minerale products. This means that advertising highlighting environmentally friendly aspects is able to encourage consumers to be more confident and interested in making purchase decisions for Le Minerale products.
2. The Eco-Label variable has a positive and significant effect on Purchase Decisions for Le Minerale products. This indicates that the clearer and more reliable the environmental label displayed on the product, the greater the consumer's motivation to purchase Le Minerale.
3. The Electronic Word of Mouth (E-WOM) variable has a positive and significant effect on Purchase Decisions for Le Minerale products. This means that the more positive reviews and recommendations consumers share online, the greater the likelihood that other consumers will decide to purchase Le Minerale products.

Suggestions

The analysis results show that the R-Square value for the purchase decision construct is 0.809, indicating that green advertising, eco-label, and electronic word of mouth together explain 80.9% of the variance in consumer purchase decisions for Le Minerale products in Greater Jakarta, while the remaining 19.1% is explained by other factors not included in the model. Based on these findings, future research is advised to consider additional variables such as brand image, perceived value, environmental concern, price perception, or consumer trust to develop a more comprehensive model. Expanding the study area beyond Greater Jakarta and employing different analytical approaches may also strengthen the generalizability and provide deeper insights into consumer motives and preferences in the context of environmentally oriented products.

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