
Journal of Sustainable Economic and Business (JOSEB)

Vol. 1 No. 2 April 2024: 98-109

ISSN (Online): 3063-0207

<https://journal.arepublisher.com/index.php/joseb>

The Influence of Green Knowledge, Green Awareness and Green Packaging against the Purchase Decision of Aqua Life Drinking Bottle

Merlin Fazmi ^{1*)}; Erna Sofriana Imaningsih ²⁾

¹⁾ merlinfazmi@gmail.com, Universitas Mercu Buana, Jakarta, Indonesia

²⁾ erna.sofriana@mercubuana.ac.id, Universitas Mercu Buana, Jakarta, Indonesia

(*) Corresponden Author

ABSTRACT

Objectives: The objectives of this study is to test and analyze the effect of green knowledge, green awareness and green packaging on purchasing decisions for AQUA Life bottled drinking water (AMDK) products.

Methodology: The data in the study is to obtain 100 respondents who had bought AQUA Life bottled water products domiciled in JABODETABEK. The research design used is using a combination of explanatory, descriptive and quantitative research. Sample measurement in this study using purposive sampling technique. Data analysis uses an alternative method of structural equation modeling (SEM), namely partial least square (PLS) and uses SmartPLS 4.0. The first stage in this study is to test the validity of the questions of each variable along with their reliability. The second stage examines the relationship between green knowledge, green awareness and green packaging on purchasing decisions for AQUA Life bottled water products. The results of this study state that all hypotheses are found to have a positive and significant effect.

Finding: The current phenomenon that occurs is environmental pollution caused by plastic waste. Plastic waste is a major problem because it is difficult to decompose in the soil and takes a very long time.

Conclusion: : The results of this study concluded that Green Knowledge has a positive and significant effect on Purchasing Decisions, Green Awareness has a positive and significant effect on Purchasing Decisions whereby Green Packaging also has a positive and significant effect on Purchasing Decisions.

Keywords: Green Knowledge; Green Awareness; Green Packaging; Purchase Decision

Article DOI: <https://doi.org/10.70550/joseb.v1i2.10>

How to cite: Fazmi, M., & Imaningsih, E. S. . (n.d.). The Influence of Green Knowledge, Green Awareness and Green Packaging against the Purchase Decision of Aqua Life Drinking Bottle. *Journal of Sustainable Economic and Business*, 1(2), 98-109. <https://doi.org/10.70550/joseb.v1i2.10>

Submitted: 17-01-2024

Revised: 12-02-2024

Accepted: 15-03-2024

INTRODUCTION

The environment is a place where living things live and do all their activities, the environment does not escape human life. However, if humans do not protect their environment, problems and damage will arise. The current phenomenon that occurs is environmental pollution caused by plastic waste. Plastic waste is a major problem because it is difficult to decompose in the soil and takes a very long time. According to Lestari *et al* (2020), waste is a major and complicated problem not only in Indonesia but even throughout

the world. If left unchecked, it will threaten the marine ecosystem and the sustainability of human life itself (Wau, 2021).

According to research by Lourens J.J Meijer *et al* (2021), Indonesia is the fifth largest contributor of plastic waste to the world's oceans. It is recorded that the amount of plastic waste from Indonesia that is dumped into the ocean reaches 56,333 metric tons every year. A large population with a high growth rate results in an increase in the amount of waste (Septiani *et al*, 2021).

Based on data from DLH Jabarprov (2019) plastic waste decomposes very long, such as plastic bags take 20 years, plastic straws around 200 years, and plastic bottles take a very long time, namely 450 years to be destroyed and decomposed, because the polymer is thicker and more complex.

Indonesian people produce a lot of plastic waste, one of which is caused by consuming a lot of bottled drinking water due to the primary human need to meet their daily water needs. Due to the high busyness of the community, the decision they choose is the one that makes it easier for them, bottled drinking water provides the right choice because it is more practical and efficient (Pujiastuti *et al*, 2023).

Table 1. Bottled Water Top Brand Index Data 2019-2023

No.	Brand	TBI				
		2019	2020	2021	2022	2023
1	AQUA	61.00%	61.50%	62.50%	57.20%	55.10%
2	Le Minerale	5.00%	6.10%	4.60%	12.50%	14.50%
3	Ades	6.00%	7.80%	7.50%	6.40%	5.30%
4	Cleo	4.70%	3.70%	3.70%	4.20%	4.20%
5	Club	5.10%	6.60%	5.80%	3.80%	3.50%

From the Top Brand Index data above, it can be concluded that AQUA is the market leader of bottled water products in Indonesia. AQUA occupied the first position from 2019-2023. From 2019-2021, there was an increase in purchasing decisions which had an impact on the increase in sales, but experienced a decline in purchasing decisions in 2021-2023.

AQUA innovates and is committed to increasing public trust by conducting the #BijakBerplastik green campaign and launching environmentally friendly products. As a concrete manifestation of this commitment, AQUA launched AQUA *Life*, an innovative bottle packaging made from 100% recycled and recyclable materials (Sitanggang, 2020). AQUA *Life* is very safe for consumption. Its packaging has met the standards set by BPOM, Halal, SNI and FSSC 22000. Thus, the quality of AQUA *Life* is the same as bottles using virgin PET or new PET (sehataqua.co.id).

Table 2. Sales Data (qty) of AQUA vs AQUA Life in 2023

Product Description	Sales (QTY)
AQUA Mineral Water 1.5L	1.216.269
AQUA Life 1.1L Mineral Water	72.972

From the 2023 sales data at Alfamart minimarkets in the Jakarta area, it can be seen that sales

(qty) of AQUA *Life* are still low compared to regular AQUA sales. This is because environmentally friendly products are still expensive compared to products that are not environmentally friendly, this is due to the fact that they are not yet available.

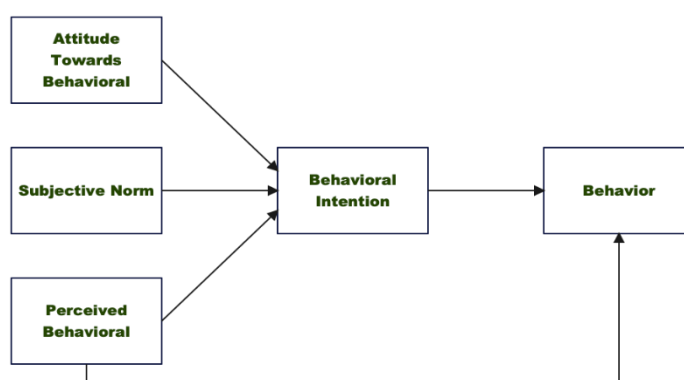
Many plastic waste processing plants, especially bottles, are able to produce good quality in terms of safety (Jeffry, 2022).

LITERATURE REVIEW

Consumer Behavior

Consumer Behavior according to Kotler (2009) is the science of how individuals, groups, and organizations behave in a process of fulfilling the needs of goods, services, ideas and experiences to provide satisfaction with the needs and desires of individuals, groups and organizations in society. Schiffman (2004) explains that consumer behavior is the behavior shown by consumers in the search for purchases, use, evaluation, and replacement of products and services that are expected to satisfy consumer needs.

Theory of Planned Behavior



Source: Asadifard et al (2015)

The theory of planning behavior states that the previous theory related to behavior that cannot be controlled for individuals because it is influenced by factors, namely non-motivational factors which are assumed to be an opportunity or resource needed for the behavior to be carried out. So that in his theory, Ajzen added one more variable, namely the perceived control of behavior related to the ease or difficulty of the behavior being carried out. Therefore, according to TPB, there are three things that influence intention, namely: attitude, subjective norms, behavioral control (Asadifard *et al*, 2015).

Green Consumer Behavior

According to Le *et al* (2017) Basically *green consumer behavior* is a behavior that is very concerned about environmental and social issues when determining whether or not to buy. Since the issue of environmental care has become a concern for the whole world, consumer activity has been greatly impacted by marketing ethics (Lo, 2017). Changes in consumer behavior become more *green* and then this becomes a concern in *consumer behavior* research and is a challenge for companies to be sustainable (Kumar, 2016).

Purchase Decision

Purchasing decisions according to Schiffman and Kanuk (2009) are a selection of two or more alternative purchasing decision options, meaning that an individual can make a decision, providing several alternative choices. After the process in the purchase decision is made, it is time for the buyer to make a decision whether to buy or not. Purchasing decisions according to Kotler (2005) are consumer behavior that shows the buying behavior of end consumers, individuals and households who buy goods and services for personal consumption. Lai *et al* (2016) explain that there are indicators of purchasing decisions, namely: 1) Needs regarding a product; 2) Determination of purchases in accordance with needs; 3) Determination of the purchase decision; 4) Feelings felt after buying and using the product.

Green Knowledge

Ryantari *et al* (2020) explain that green knowledge is the knowledge a person has regarding environmental issues that have a positive effect on decision making. Green knowledge is also defined as information owned by individuals about the interaction between humans and their environment (Lin & Niu in Anggraini and Imaningsih, 2023). According to Dangelico *et al* (2017) there are indicators of *green knowledge*, namely: 1) Green brand knowledge; 2) Consumer expectations of environmentally friendly products; 3) The view of convincing consumers of environmentally friendly products.

Green Awareness

According to Alamsyah *et al* (2018), suggest that green awareness is consumer behavior towards environmentally friendly products and associates with consumer opinions when deciding on environmentally friendly products. According to Putri (2017), explaining that there are four indicators of *green awareness*, namely: 1) Knowledge of environmental issues; 2) Positive attitude towards the environment; 3) Respondents' actions towards the environment; 4) Respondents' actions in purchasing environmentally friendly products.

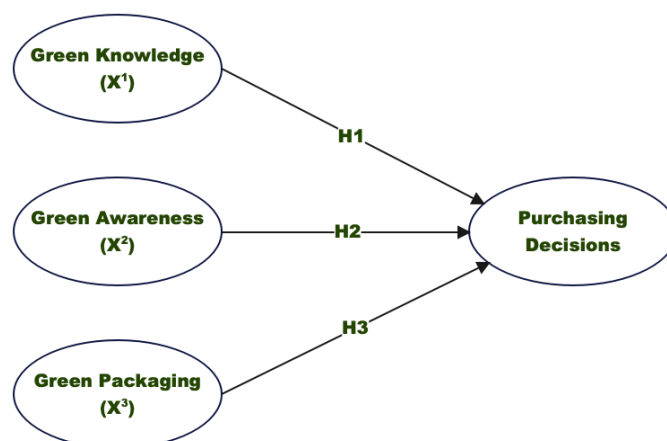
Green Packaging

According to Cheung *et al* (2019), green packaging is the reuse of raw materials, recycling raw materials, and can also reduce raw materials, to make packaging that is environmentally friendly and minimizes the impact on the environment. According to Santoso *et al* (2016) expressed their opinion that there are four indicators of *green packaging*, namely:

- 1) Recyclable packaging; 2) Packaging made with recyclable materials;
- 2) Packaging that can be reused not only for single use; 4) Made from non-hazardous materials.

Conceptual Framework

Figure 2. Conceptual Framework



Research Typothesis :

H1 : Green Knowledge has a positive and significant effect on Purchasing Decisions. H2 : Green Awareness has a positive and significant effect on Purchasing Decisions. H3 : Green Packaging has a positive and significant effect on Purchasing Decisions.

RESEARCH METHODS

This research process begins with identifying a problem that is currently occurring. Formulation of the identified problem, collection of theoretical basis that strengthens the foundation on variables, data collection, determination of methods and statistical testing techniques to be used, and presentation of overall results. This process takes research time from November 2022 to January 2024. The object of this research is consumers who have purchased *AQUA Life bottled* water products in JABODETABEK.

This research design is a combination of explanatory, descriptive, and quantitative research. The measurement used uses a Likert scale. The Likert scale is used to measure the variables to be studied through responses from respondents who have filled out a research questionnaire (Joshi et al, 2015).

In this study, the sampling technique used is the nonprobability sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016). The type of nonprobability sampling used is the Purposive Sampling technique, which is a technique where the researcher determines the sample with certain considerations or special selection in accordance with the research objectives to be able to answer research problems. The reason for choosing the Purposive Sampling technique is because the population is unknown in number and too large, and is not known in detail.

According to Hair et al (2010) a good sample size has at least 5 times the number of indicator items contained in the questionnaire. If using Structural Equation Modeling (SEM) the minimum sample used is 100 respondents (Hair et al, 2013). With the sample size calculation formula as follows:

From the calculation formula, the minimum number of samples to be taken is:

$$\begin{aligned}\text{Number of samples} &= \text{Indicator} \times 5 \\ &= 20 \times 5 \\ &= 100\end{aligned}$$

From these calculations, the minimum sample to be used is 100 respondents. So, for this study the sample size to be used is the minimum sample, namely 100 respondents. The sampling technique was used to distribute questionnaires directly to respondents using *google form*.

Researchers use the Component or Variance Based Structural Equation Modeling data analysis method where when processing the data using the Partial Least Square (Smart-PLS) version 4.0 PLS (Partial Least Square) program, which is a method of Variance Based SEM. PLS is intended for causal-predictive analysis in situations of high complexity and with low theory support (Ghozali, 2016).

RESULTS AND DISCUSSION

Result

Evaluation of *Measurement Model* (Outer Model)

In the outer model there is factor loading / outer loadings. *The* factor loading value shows the correlation between the indicator and its construct. Indicators with low loading values indicate that the indicator does not work in the measurement model. the loading value that passes is > 0.7.

Table 3. Factor Loadings Value

Construct	Indicator	Outer Loadings	Description
Green Knowledge	GK1	0,838	Valid
	GK2	0,784	Valid
	GK3	0,749	Valid
Green Awareness	GA1	0,769	Valid
	GA2	0,874	Valid
	GA4	0,889	Valid
Green Packaging	GP1	0,865	Valid
	GP2	0,792	Valid
	GP3	0,753	Valid
	GP4	0,706	Valid
Purchase Decision	KP2	0,805	Valid
	KP3	0,856	Valid
	KP4	0,800	Valid

Based on the modified *factor loadings* value in Table 3 above, it can be seen that all indicators already have *outer loadings* values above 0.70 so it can be concluded that the indicator passes and meets the criteria.

Reliability Testing

Table 4. Composite Reliability and Cronbach's Alpha

Construct	Composite Reability	Cronbach's Alpha	Description
Green Knowledge	0,833	0,700	Reliable
Green Awareness	0,883	0,802	Reliable
Green Packaging	0,862	0,785	Reliable
Purchase Decision	0,861	0,759	Reliable

Based on table 4, the results of *Composite Reliability* testing show that all latent variable values have a *Composite Reliability* value ≥ 0.7 . And the *Cronbach's Alpha* test results also show that all latent variable values have a *Cronbach's Alpha* value ≥ 0.7 . From these results it can be concluded that the construct has good reliability.

Convergent Validity Test

Table 5. Convergent Validty Test Results (AVE)

Construct	Average Extraced Variance (AVE)	Description
Green Knowledge	0,625	Valid
Green Awareness	0,715	Valid
Green Packaging	0,610	Valid
Purchase Decision	0,674	Valid

The results of *convergent validity* construct testing in table 5 above, it can be seen that each construct has met the criteria with an *average variance extracted* (AVE) value above 0.50.

Discriminant Validity

Table 6. Discriminant Validity Test Results (Fornell Larcker Criterion)

Construct	GA	GK	GP	KP
Green Awareness	0,846			
Green Knowledge	0,698	0,791		
Green Packaging	0,753	0,604	0,781	
DecisionPurchase	0,706	0,637	0,735	0,909

Based on table 6, it can be seen that some *loading factor values* for each indicator of each latent variable already have a *loading factor* value that is not greater than the *loading value* when connected to other latent variables. This shows that each latent variable has good *discriminant validity* where some latent variables still have measures that are highly correlated with other constructs.

Table 7. Discriminant Validity Test Results (Cross Loading)

Konstruk	Green Knowledge	Green Awareness	Green Packaging	Keputusan Pembelian
GK1	0,838	0,615	0,458	0,554
GK2	0,784	0,491	0,383	0,441
GK3	0,749	0,538	0,583	0,504
GA1	0,555	0,769	0,622	0,464
GA2	0,614	0,874	0,627	0,619
GA4	0,605	0,889	0,668	0,681
GP1	0,573	0,617	0,865	0,647
GP2	0,446	0,545	0,792	0,580
GP3	0,439	0,624	0,753	0,539
GP4	0,414	0,572	0,706	0,521
KP2	0,484	0,540	0,616	0,805
KP3	0,636	0,689	0,619	0,856
KP4	0,427	0,492	0,574	0,800

Table 7 shows that the *loading* value of each intended construct is greater than the *loading* value with other constructs. It can be concluded that all *valid* indicators do not have problems with *discriminant validity*.

Structural Model Evaluation (Inner Model)

R-Square (R^2)

Table 8. Test Results of R-Square Value (R^2)

Construct	R Square	R Square Adjusted
Purchase Decision	0,617	0,605

Based on table 8, it can be seen that the R-Square (R^2) value or the coefficient of determination of the purchasing decision construct is 0.617. These results indicate that the endogenous variables of purchasing decisions can be explained by the exogenous variables, namely *Green Knowledge*, *Green Awareness* and *Green Packaging* by 62%, while the remaining 38% is explained by other exogenous variables.

F-Square (f^2)

Table 9. Test Results of F-Square Value (f^2)

Construct	KP	GK	GA	GP
Purchase Decision				
Green Knowledge	0,060			
Green Awareness	0,048			
Green Packaging	0,203			

Source: Processing output with Smart PLS 4 (2023)

Based on table 9, it shows a research model where all paths have a value range of 0.60 to 0.203. From the results of this study, it can be concluded that there are two paths with exogenous constructs that have little influence on endogenous constructs, namely the *Green Awareness* variable on Purchasing Decisions and *Green Knowledge* on Purchasing Decisions because they have f^2 close to 0.02, namely 0.048 and 0.060. In addition, one path was found to have a medium influence, namely the *Green Packaging* variable on Purchasing Decisions because it has an f^2 close to 0.15, namely 0.203.

Predictive Relevance (Q^2)

Table 10. Q-Square Value Test Results (Q^2)

	$Q^2_{predict}$	PLS- SEM_RMSE	PLS- SEM_MAE
KP2	0,369	0,593	0,438
KP3	0,480	0,591	0,435
KP4	0,297	0,672	0,466

Source: Processing output with SmartPLS 4 (2023)

Based on table 10, the endogenous variable measurement item (purchase decision) Q^2 value is greater than zero, so the PLS model has *predictive relevance* for the purchase decision construct.

Hypothesis Testing

Table 11. Hypothesis testing results on the research model

	Hipotesis	Original Sample (O)	T- Statistic	P Value	Information	Result
H1	Green Knowledge -> Purchasing Decisions	0,214	2,036	0,042	Positif-Signifikan	Accepted
H2	Green Awareness -> Purchasing Decisions	0,233	2,086	0,037	Positif-Signifikan	Accepted
H3	Green Packaging -> Purchasing Decisions	0,430	3,889	0,000	Positif-Signifikan	Accepted

Source: Processing output with SmartPLS 4 (2023)

CONCLUSION

Based on table 11 above, it can be concluded that the results of hypothesis testing of the research model are as follows:

- H1 : Based on the test results on the effect of *Green Knowledge* on Purchasing Decisions, it has a *T-statistic* value of $2.036 > T\text{-table}$ at alpha 5% (1.96) and a *P-value* of $0.000 < \alpha 0.05$ and an *original sample* value of 0.214. So it can be concluded that the first hypothesis (H1) is accepted, which means that *Green Knowledge* has a positive and significant effect on Purchasing Decisions

- b) H2 : Based on the test results on the effect of *Green Awareness* on Purchasing Decisions, it has a *T-statistic* value of $2.086 > T\text{-table}$ at alpha 5% (1.96) and a *P-value* of $0.000 < \alpha 0.05$ and an *original sample* value of 0.233. So it can be concluded that the first hypothesis (H1) is accepted, which means that *Green Awareness has a positive and significant effect on Purchasing Decisions*
- c) H3 : Based on the test results on the effect of *Green Packaging* on Purchasing Decisions, it has a *T-statistic* value of $3.889 > T\text{-table}$ at alpha 5% (1.96) and a *P-value* of $0.000 < \alpha 0.05$ and an *original sample* value of 0.430. So it can be concluded that the first hypothesis (H1) is accepted, which means that *Green Packaging has a positive and significant effect on Purchasing Decisions*.

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