

Effect of green promotion, green products and brand awareness on the decision to purchase Le Minerals in the Pasuruan region



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ABSTRACT

This study aims to examine the influence of green promotion, green products, and brand awareness on purchasing decisions for Le Minerale products in the Pasuruan region. A quantitative approach was employed using purposive sampling, involving 96 respondents who had previously purchased Le Minerale products. Data were collected through structured questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that green promotion, green products, and brand awareness each have a positive and significant effect on purchasing decisions. Collectively, these variables explain 67.2% of the variance in purchasing decisions, highlighting the importance of environmentally oriented marketing strategies and strong brand recognition in influencing consumer behavior. The findings suggest that consumers are more likely to purchase Le Minerale products when they perceive the products as environmentally friendly and are familiar with the brand. This study contributes to the understanding of green marketing by demonstrating the combined role of environmental promotion, sustainable product attributes, and brand awareness in shaping purchasing decisions. Future research is recommended to include broader geographical coverage and additional variables to provide a more comprehensive understanding of consumer purchasing behavior.

Keywords: Green Promotion; Green Product; Brand Awareness; Purchasing Decision; Le Minerale; Pasuruan; Green Marketing



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INTRODUCTION

Indonesia's growth is increasingly rapid, with the country's population surpassing 288.315.089 (Siregar, 2025). This has led to the development of mass markets and domestic mass production to meet human needs, making the market more competitive. Therefore, formal marketing is crucial as a business strategy for market development and economic growth (Fitriyanti, 2022). Indonesia's rapid economic and population growth is driving market competition and the need for innovative marketing strategies. One major challenge is environmental issues, particularly the increasing plastic waste that has an impact on global warming (Dianti & Paramita, 2021).

Related issues global warming cause of the current very rapid industrial era is making people worried, and almost all Indonesian people use plastic bags when shopping or doing daily activities so that it has an impact on the accumulation of plastic waste which causes the occurrence of Global Warming or natural disasters (Ariescy, 2019). Data from the National Waste Management Information System (SIPSN), under the auspices of the Ministry of Environment and Forestry, indicates that Indonesia produces a total of 33,172,983.20 tons of waste annually (Nasution et al., 2023). The following table details the composition of waste by type in Indonesia from 2020 to 2022. (Nasution et al., 2023)

Table 1
Waste Composition Based on Waste Type in Indonesia

Year	Leftovers %	Wood %	Paper %	Plastic %	Metal %	Cloth %	Rubber %	Glass %
2020	39,6	14,77	11,89	17,22	3,18	2,58	2,59	2,2
2021	39,23	12,83	11,89	18,11	3,19	2,55	1,82	2,42
2022	41,09	13,04	11,05	18,57	2,93	2,59	1,73	1,97

Source: SIPSN, 2022

Table 1 shows that the largest component of waste in 2020–2022 was food samples, followed by plastic samples. The percentage of plastic waste increases each year. In 2020, it was 17.22%, in 2021, it was 18.11%, and in 2022, it was 18.57%.

Environmental issues are now a crucial topic and attract significant public attention. Waste is a major challenge due to its increasing volume and difficulty in recycling, such as plastic waste (Inyustisia & Listyorini, 2024). To prevent this from increasing, the government plays a role in supporting environmental conservation efforts by establishing Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning the use of economic instruments for environmental management, which essentially requires government agencies, businesses, or institutions to utilize goods and provide environmentally friendly services. For example, using recyclable and environmentally friendly products is a way to combat environmental pollution (Nasution et al., 2023). The existence of strict government regulations and legal regulations related to the environment encourages economic instruments to pay more attention to environmental issues and natural resource management. This condition also contributes to the growth of consumer awareness of the importance of protecting the environment (Dianti & Paramita, 2021).

The purchasing decision itself is a stage in the consumer process in purchasing a product accompanied by desires and needs or through other alternatives that encourage the consumer to purchase a product (Widjaja, 2023). The purchasing decision is believed to be the consumer's perception in his mind in determining his choice. The decision-making process takes place when an individual is faced with various alternatives and

needs to determine the choice that is considered most appropriate in order to fulfill his needs and desires (Agustarinda & Pertiwi, 2021). Some indicators in purchasing decisions are as follows: the existence of a product's stability, product purchasing habits, recommendations from others, repeat purchases (Maryati & Khoiri, 2022).

Green promotion itself includes all promotional activities, including advertising, direct selling, sales promotions, direct marketing, and public relations activities, carried out based on concern for environmental issues (Nandaika & Respati, 2021). One of the goals of green promotion is to encourage the public to contribute to environmental sustainability by purchasing and supporting environmentally friendly products. The indicators of green promotion are: Credibility of environmentally friendly products, Promotion using communication practice tools (Setiawan et al., 2024). Green promotion is a new strategy implemented by business people who consider environmental aspects in running their businesses, therefore the business being run does not only focus on company profits but also on how the company is responsible for the surrounding environment. With green promotion, environmental pollution can be reduced and sales can be increased (Nurcaya, 2020).

Environmentally friendly products (green product) is a product that is made and processed using special methods to minimize negative impacts on the environment, both during production, distribution, and consumption (Hexron, 2021). The phenomenon of increasing environmental awareness should make companies that want to become environmental market leaders not only respond but also become leaders in environmental programs (Alfan & Agus Suryono, 2023). In this context, Le Minerale in Pasuruan has a great opportunity to demonstrate its commitment to the environment by developing and marketing environmentally friendly products. By utilizing sustainable raw materials, and adopting efficient and environmentally friendly technology in its production process, Le Minerale not only acts as a provider of quality drinking water products, but also as a pioneer in the sustainability movement in the Pasuruan region. Brand awareness reflects the consumer's ability to identify or remember a brand as part of a particular product group (Muthiah, 2020).

In previous research related to variables green promotion showed different results. The results of previous research stated that by creating green promotion will increase purchasing decisions because in green promotion conveys an optimistic message that purchasing green products is an investment for the future that can increase public awareness (Risyamuka, 2020). This statement is supported by other research which states that green promotion has a positive and significant effect on purchasing decisions for mineral water products, where promotional strategies that emphasize environmentally friendly aspects will increase purchasing decisions and consumer preferences for choosing products (Willyana et al., 2023). This is in contrast to other research which shows that the variable green promotion does not influence the decision to purchase mineral water products, because green advertising is not strong enough to influence consumer purchasing interest compared to other factors such as environmental awareness (Ariescy, 2019). It can be concluded that Green Promotionable to increase consumer awareness of sustainability. However, people also always consider factors such as price, promotion, service and environmental awareness in their purchasing decisions (Wulandari et al., 2025).

Next for the variables green product there is research that shows that the variable green product which includes the use of environmentally friendly materials and sustainable packaging in a product, has a positive and significant influence on consumer purchasing decisions, because it increases the perception of environmental value and

preference for brands that support sustainability (Hexron, 2021). This statement is supported by other research which states that green product has a positive and significant influence on purchasing decisions for bottled mineral water because consumers increasingly value products that support environmental sustainability. Attributes such as environmentally friendly packaging and green certification are determining factors in influencing consumer preferences, especially when supported by high environmental awareness (Putria et al., 2025).

This is in contrast to other studies that state green product (attributes such as environmentally friendly packaging or green certification) do not significantly influence purchasing decisions for mineral water products. Consumers are more influenced by factors such as trust in the product (Bina et al., 2024). Green Brand, water quality, price, or product availability. The promotional words above are designed to continue to promote the value green marketing while acknowledging that purchasing decisions are more driven by other factors such as brand reliability and practical needs (Hartini, 2021).

Based on previous research, there has been a lot of research conducted on various variables that influence purchasing interest. However, the results obtained vary and are inconsistent. Regarding this, it can be concluded that the gap in this research is an evidence gap, caused by the inconsistency of the results with previous studies (Siregar, 2022).

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

The purchase decision is the stage in the decision-making process where consumers ultimately make a purchase. Consumers tend to choose the brand they like best, but this decision is influenced by two main factors, namely purchase intention and the final decision to purchase (Zusrony & Kom, 2021). The purchase decision is the stage where consumers actually choose to buy a product. Usually, this decision is influenced by preference for a particular brand. The purchase decision is a reflection of the information processing process and considerations involving rational and emotional aspects (Baihaqki et al., 2024). Thus, the purchase decision is not only determined by brand preference, but also by social and situational indicators that influence purchase intentions and actions, making this process complex and contextual. Some indicators of the purchase decision are (Nurmawati, 2021):

- 1.Product attributes.
- 2.Marketing Influence
- 3.Personal Factors
- 4.Social Factors

Green Promotion is a key element in attracting consumer attention (Amalia et al., 2023). Strategies such as sales promotions, direct marketing, public relations, and advertising are used to convey key messages about environmentally friendly values to customers, with public relations and advertising being the most frequently utilized platforms to showcase a company's green commitment (June et al., 2024). Green Promotion defined as a marketing strategy that focuses on communicating environmentally friendly values to increase consumer awareness and motivate the purchase of products that support sustainability (Zulkifli, 2020). Thus, green promotion effective in motivating consumers through transparent and strategic communication, with public relations and advertising as key indicators in showcasing the company's environmentally friendly values, thereby encouraging consumer preference for green products. Some indicators of green promotion are (June et al., 2024):

1. Promotional Media
2. Promotional Creativiti
3. Promotion Differentiation
4. Quality of Marketing Staff

Thus, green product and green promotion they complement each other in driving consumer awareness and preference for environmentally friendly products, with indicators such as recycled materials and effective marketing communications key to supporting sustainability and market appeal (Salam & Sukiman, 2021). Some of these indicators green product namely (Assauri, 2022):

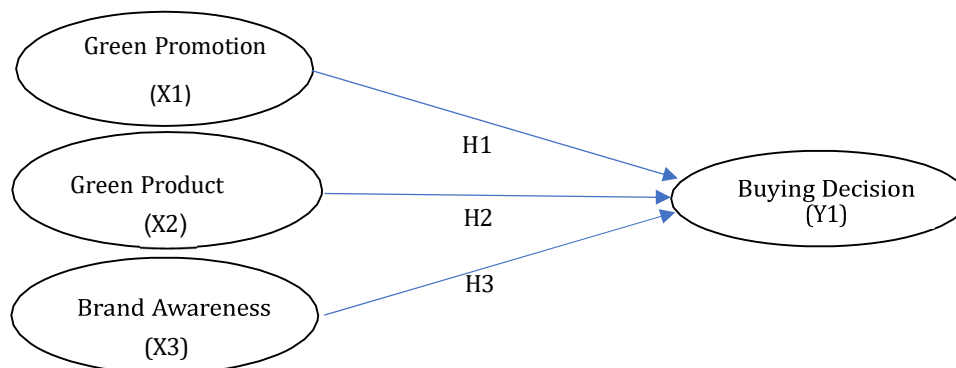
1. Eco-Friendly Raw Materials
2. Sustainable Product Design
3. Resource Efficiency
4. Green Certification

Brand Awareness is the consumer's ability to recognize and remember a brand, including elements such as name, image, style, and logo (Wardhana, 2021). Brand awareness is the consumer's ability to recognize or remember a brand based on a particular product category (Suarniki et al., 2022). Thus, Brand Awareness is a key factor in shaping consumer perceptions of a brand, which influences preferences and purchasing decisions through the strength of memory and familiarity with brand identity elements. Some indicators of brand awareness include (Wardhana, 2021).

1. Brand Recall
2. Brand Recognition
3. Brand Choice
4. Top of Mind Awareness (TOMA)

Research Framework

The conceptual framework in Figure 2 illustrates the hypothesized relationships between the variables.



Source: Constructed by author for this study, 2025

Figure 2
Research Framework

H1: Green Promotion has a positive and significant influence on purchasing decisions to purchase Le Minerals in Pasuruan Region.

H2: Green Product has a positive and significant influence on purchasing decisions to purchase Le Minerals in Pasuruan Region.

H3: Brand Awareness has a positive and significant influence on purchasing decisions to purchase Le Minerals in Pasuruan Region.

METHOD

The method used in this research is a quantitative approach. The quantitative approach uses objective measurements and mathematical analysis using data samples obtained through research instruments such as questionnaires, opinion polls, tests, or others (Priadana, 2021). Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2013). The population in this study is the entire Pasuruan community. The sample used is only a portion of the population selected by the researcher to obtain the necessary information.

The sampling technique used in this study was non-probability sampling by using techniques purposive sampling (Sugiyono, 2013). The sample criteria used in this study are as follows: 1) Pasuruan residents who have purchased Le Mineral products. 2) Residents domiciled in Pasuruan aged 17-50 years. Considering that the population size is unknown and uncertain, the sample size is determined using the formula Lemeshow (Fitri et al., 2023).

RESULTS AND DISCUSSION

Validity test

The validity test in table 2 is determined by the formula $df = (n-2)$, so that in this study $df = 96-2 = 94$. Then the r-table in the vertical table 94 with a percentage of 5% is 0.200. If the calculated R value is smaller than the R table (0.200) then it is declared invalid, but if the calculated R value is greater than the R table (0.200) then it is declared valid (Syahza, 2021).

Table 2
Validity Test Result

<i>Item-Total Statistics</i>				
	Indicator	R Count	R Table	Remarks
X1	X1.1	0.533	0.200	Valid
	X1.2	0.646	0.200	Valid
	X1.3	0.623	0.200	Valid
	X1.4	0.531	0.200	Valid
	X1.5	0.634	0.200	Valid
X2	X2.1	0.623	0.200	Valid
	X2.2	0.693	0.200	Valid
	X2.3	0.723	0.200	Valid
	X2.4	0.657	0.200	Valid
X3	X3.1	0.573	0.200	Valid
	X3.2	0.663	0.200	Valid
	X3.3	0.704	0.200	Valid
	X3.4	0.605	0.200	Valid
Y1	Y1.1	0.553	0.200	Valid
	Y1.2	0.497	0.200	Valid
	Y1.3	0.526	0.200	Valid
	Y1.4	0.667	0.200	Valid

Source: SPSS Primary Data (processed by the author), 2026

The results of the validity test show that all questionnaire items have a calculated R value > from the R table, so it can be concluded that this test of all indicators is stated to be valid and the results can be trusted in measuring research data.

Reliability test

The reliability test in table 3 uses the method Cronbach's alpha provided that the value Cronbach's alpha more than 70% (> 0.70) then the instrument is declared reliable (Sugiyono, 2022).

Table 3
Test Results Reliability

Item-Total Statistics

Variable	Cronbach Alpha	N Of Items	Condition	Remarks
x1	.840	4	0.70	Reliable
x2	.885	4	0.70	Reliable
x3	.892	4	0.70	Reliable
Y1	.810	4	0.70	Reliable

Source: SPSS Primary Data (processed by the author), 2026

The results of the reliability test show that the value of Cronbach's Alpha from variables digital advertising of 0.812, variable shopping experience of 0.862, the service quality variable of 0.875, and the purchasing decision variable of 0.823. This shows that the value of all variables is greater than 0.70 (>0.70), which means that all variables are declared reliable.

Classical Assumption Test

Normality test

The normality test in Table 4 uses the method of Kolmogorov Smirnov and graphical methods. Methods Kolmogorov Smirnov carried out with testing criteria if the significance value < 0.05 means that the data distribution is not normal and if the significance value > 0.05 means that the data is normally distributed (Sugiyono, 2022).

Table 4
Test Results Normality

One-Sample Kolmogorov-Smirnov Test
Standardized Residual

N	96
Normal Parameters ^{a, b}	.0000000
Mean	.98408386
Standard Deviation	
Most Extreme Differences Absolute	.088
Positive	.052
Negative	-.088
Test Statistics	.088
Asymp. Sig. (2-tailed)	.065c

Source: SPSS Primary Data (processed by the author), 2026

Test results normality shows that the significant value resulting from the test Kolomogorov Smirnov which is 0.065 (> 0.05), so it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test in table 5 was conducted by examining the tolerance value and the VIF (variance inflation factor). If the tolerance value is greater than 0.1 (> 0.10) and the VIF is less than 10 (< 10), the regression model can be declared free from multicollinearity (Sugiyono, 2022).

Table 5
Multicollinearity Test Result

<i>Coefficients^a</i>			
		Collinearity Statistics	
	Model	Tolerance	VIF
1	Green Promotion (X1)	.850	1.252
	Green Product (X2)	.827	1.379
	Brand Awareness(X3)	.825	1.381

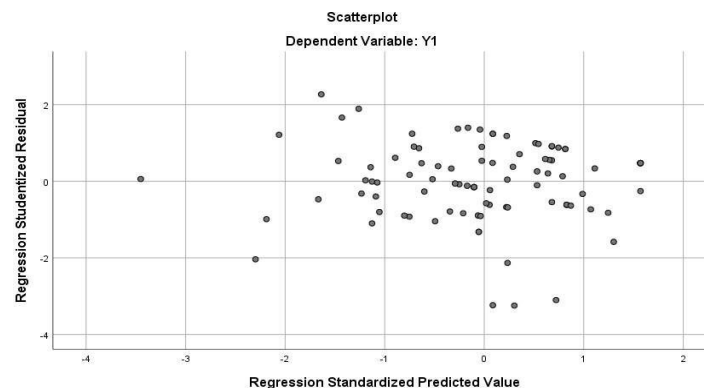
a. Dependent Variable: Y1

Source: SPSS Primary Data (processed by the author), 2026

Multicollinearity test result in Table 5 shows that the tolerance value of the variable green promotion (X1) namely 0.850 or > 0.10 and the VIF value is 1.252 (< 10), then the tolerance value of the variable green product (X2) namely 0.827 (> 0.10) and the VIF value is 1.379 (< 10), then the tolerance value of the variable brand awareness namely 0.825 (> 0.10) and a VIF value of 1.381 (< 10). Therefore, it can be concluded that the independent variables are free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test in this study was conducted using a graphical method by observing a scatterplot. This method has the following criteria: if the points are spread out on the graph and do not form a specific pattern, then heteroscedasticity is not present (Sugiyono, 2022).



Source: SPSS Primary Data (processed by the author), 2026

Figure 3
Heteroscedasticity Test

The results of the heteroscedasticity test in Figure 3 indicate that the resulting points do not form a specific pattern and are spread out across the graph. Therefore, it can be concluded that no heteroscedasticity was detected.

Table 6
Multiple Linear Regression Analysis

<i>Coefficients^a</i>					
Unstandardized Coefficients		Standardized Coefficients			
		Beta		t	Sig.
Model	B	Std. Error			
1 (Constant)	7,293	1,979		3,686	.000
Green Promotion (X1)	.148	.066	.215	2,242	.027
Green Product (X2)	.202	.082	.239	2,464	.016
Brand Awareness (X3)	.183	.089	.200	2,056	.043

a. Dependent Variable: Y1

Source: SPSS Primary Data (processed by the author), 2026

Based on the table of results of the multiple linear regression test, the variable equations in this study can be formulated as follows:

$$Y = 7.293 + 0.148 X1 + 0.202 X2 + 0.183 X3 + e$$

From the equation that has been formulated, it can be interpreted as follows:

- Constant (Positive constant value of 7.293 which means that without any influence from independent variables such as digital advertising, shopping experience and service quality, then the value of the dependent variable, namely the purchasing decision, will remain constant at 7,293.
- Green Promotion
The coefficient value between variables green promotion and the purchasing decision is positive at 0.148, which means that the two variables have a positive relationship. So it can be concluded that the variables green promotion increases by one unit, then the purchasing decision variable will also increase by 0.148.
- Green Product
The coefficient value between variables green product and the purchasing decision is positive at 0.202, which means that the two variables have a positive relationship. So it can be concluded that the variables green product experiences an increase of one unit, then the purchasing decision variable will also increase by 0.202.
- Brand Awareness
The coefficient value between variables brand awareness and the purchasing decision is positive at 0.183, which means that the two variables have a positive relationship. So it can be concluded that the variables brand awareness increases by one unit, then the purchasing decision variable will also increase by 0.183.

T-test

The partial test or t-test in Table 7 was conducted by looking at the sig t value and the calculated t-value. If the sig t value is smaller than 0.05 (<0.05) and the calculated t-value is greater than the t-table value, it can be stated that there is a significant partial influence between the independent variable (X) and the dependent variable (Y) (Wardhana, 2024).

Table 7
Hypothesis Testing

<i>Coefficients^a</i>					
Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error			
1	(Constant)	7,293	1,979	3,686	.000
	Green Promotion (X1)	.148	.066	.215	.027
	Green Product (X2)	.202	.082	.239	.016
	Brand Awareness(X3)	.183	.089	.200	.043

a. Dependent Variable: Y1

Source: SPSS Primary Data (processed by the author), 2026

The partial test in this study uses a confidence level of 5% or 0.05 with a degree of freedom value of $K = 3$ and $df2 = nk-1$ with $n = 96$, so that $df2 = 96-3-1 = 92$, the t-table value is 1.662. mBased on these results, it can be concluded that: The results of the T test in Table 7 can be analyzed as follows:

1. Green Promotion On Purchasing Decisions

The significant value of t is $0.027 < 0.05$, which means that the first hypothesis is accepted. So it can be concluded that partiallyGreen Promotioninfluence on purchasing decisions. The t-value is $2.242 > 1.662$, which means that the first hypothesis is accepted. So it can be concluded that green promotion has a positive and significant influence on purchasing decisions.

2. Green Product On Purchasing Decisions

The significant value of t is $0.016 < 0.05$, which means that the second hypothesis is accepted. So it can be concluded that partiallygreen productinfluence on purchasing decisions. The t-value is $2.464 > 1.662$, which means that the second hypothesis is accepted. So it can be concluded that green product has a positive and significant influence on purchasing decisions.

3. Brand Awareness On Purchasing Decisions

The significant value of t is $0.043 < 0.05$, which means that the third hypothesis is accepted. So it can be concluded that partiallybrand awarenessinfluence on purchasing decisions. The calculated t-value is $2.056 > 1.662$, which means that the third hypothesis is accepted. So, it can be concluded that brand awareness has a positive and significant influence on purchasing decisions.

Test Coefficient of Determination (R²)

The coefficient of determination test in Table 9 was carried out by looking at the value of R Square (Wardhana, 2024).

Table 9
Test Results Coefficient of Determination (R²)

<i>Model Summary^b</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745a	.698	.672	2,787

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: Y1

Source: SPSS Primary Data (processed by the author), 2026

The results of the determination coefficient test in Table 9 show that the adjusted R square value produced is 0.672 or 67.2%. Therefore, it can be concluded that the variable green promotion, green product, And brand awareness can explain 67.2% of the purchasing decision variables, the remaining 32.8% is explained by other variables not included in this study.

Green Promotion influence on purchasing decisions for Le Minerale in the Pasuruan area

Based on the results of the hypothesis testing analysis, it is proven that green marketing has an influence on Le Minerale purchasing decisions. This shows that Le Minerale sales in the Pasuruan area are able to convince buyers about the importance of purchasing environmentally friendly products to consumers through Green Promotion. This is proven by the fact that the majority of people in Sidoarjo have purchased and consumed Le Minerale products. A survey conducted by consumers indicated that they chose Le Minerale products because they considered the impacts of drinking water while consuming and after drinking it, either by seeking information or by viewing promotional advertisements on the website.

This means that the company's message is conveyed through its concept, variables green promotion showed different results. The results of previous research stated that by creating green promotion will increase purchasing decisions because in green promotion conveys an optimistic message that purchasing green products is an investment for the future that can increase public awareness (Risyamuka, 2020). This statement is supported by other research which states that green promotion has a positive and significant effect on purchasing decisions for mineral water products, where promotional strategies that emphasize environmentally friendly aspects will increase purchasing decisions and consumer preferences for choosing products (Willyana et al., 2023). This is in contrast to other research which shows that the variable green promotion does not influence the decision to purchase mineral water products, because green advertising is not strong enough to influence consumer purchasing interest compared to other factors such as environmental awareness (Ariescy, 2019). It can be concluded that Green Promotionable to increase consumer awareness of sustainability. However, people also always consider factors such as price, promotion, service and environmental awareness in their purchasing decisions (Wulandari et al., 2025).

Green product influence on purchasing decisions for Le Minerale in the Pasuruan area

The results of the analysis prove that green product has an influence on purchasing decisions in the Pasuruan area. This shows that the variable green product has a significant impact. People, especially in the Pasuruan area, are attracted to Le Minerale products because of their quality, non-drinking water and their eco-friendliness, as their packaging is easily recycled, reducing plastic waste pollution. This is evidenced by the effectiveness of Green Products, which influence consumers' decision-making. Furthermore, green product influencing the purchasing decisions of Le Minerale products in the Pasuruan area because this not only meets the demands of consumers who are increasingly concerned about the environment, but also enhances the company's reputation, ensures compliance with regulations, maintains the availability of natural resources, and can be a source of innovation and differentiation in a competitive market.

Consumers indicate that green product has positive elements so that it provides value for consumers to make purchasing decisions. The higher green product then it can influence consumers to make purchasing decisions. These results are in line with the theory that states that green product plays an important role in a person's decision-making process (Zulkifli, 2022). Green products are described as products that are good for users because they are durable, not harmful to health, and do not pollute the environment. Therefore, it is important for companies to always provide environmentally friendly products so that they can later become a competitive advantage for the company (Inyustisia & Listyorini, 2024).

Brand awareness influence on purchasing decisions for Le Minerale in the Pasuruan area

Based on the results of this research analysis, it is proven that green awareness influence Le Minerale purchasing decisions in the Pasuruan region. The results of this research analysis also prove that consumers in the Pasuruan region are fully aware of the importance of choosing environmentally friendly products. This is supported by existing test results showing that brand awareness partially has a positive and significant effect on purchasing decisions. This means brand awareness directly influences Le Minerale purchasing decisions in the Pasuruan area. Consumers always remember the Le Minerale brand because AMDK products have a sweet taste. The company also always emphasizes its concern for environmental aspects, so many Le Minerale consumers remember the brand.

High brand awareness and brand image will increase the purchasing decision for Le Minerale products. Therefore, most consumers of Le Minerale products in Pasuruan believe that companies that consistently maintain the quality of their products and demonstrate environmental awareness can make it easier for consumers to remember the brand, thus increasing the purchasing decision for Le Minerale.

This is in contrast to other studies that state green product (attributes such as environmentally friendly packaging or green certification) do not significantly influence purchasing decisions for mineral water products. Consumers are more influenced by factors such as trust in the product (Bina et al., 2024). Green Brand, water quality, price, or product availability. The promotional words above are designed to continue to promote the value green marketing while acknowledging that purchasing decisions are more driven by other factors such as brand reliability and practical needs (Hartini, 2021). Based on previous research, there has been a lot of research conducted on various

variables that influence purchasing interest. However, the results obtained vary and are inconsistent. Regarding this, it can be concluded that the gap in this research is an evidence gap, caused by the inconsistency of the results with previous studies (Siregar, 2022).

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and the results of the discussion conducted, it can be concluded that green promotion, green products, and brand awareness have a significant influence on Le Minerale purchasing decisions in the Pasuruan area. Positive green promotion, quality green products do not cause negative effects, and remembered brand awareness increase consumer purchasing decisions for Le Minerale products. Green promotion influences Le Minerale purchasing decisions in the Pasuruan area. Consumers are willing to buy Le Minerale brand AMDK, indicating positive green promotion for consumers and the Le Minerale company.

Green Products also influence Le Minerale purchasing decisions in the Pasuruan region. The green product variable has good reliability and has a significant influence on purchasing decisions. Pasuruan residents often buy Le Minerale brand AMDK to get products with good quality and do not cause negative impacts, in accordance with the theory that states that green products play an important role in purchasing decision making.

Brand awareness has a significant positive influence on Le Minerale purchasing decisions in the Pasuruan region. Consumers remember the Le Minerale brand because the brand is easy to remember and also always emphasizes the importance of protecting the surrounding environment, thus impacting purchasing decisions. Brands that are always remembered by consumers positively and are perceived as good for consumers, encourage high purchasing decisions for Le Minerale products.

Based on the research conducted, it is hoped that Le Minerale will continue to increase its production of eco-friendly products, given the vast amount of plastic waste that is difficult or even impossible to decompose. Therefore, it is hoped that future research will be broader in scope, investigating how to raise awareness about the importance of choosing eco-friendly products.

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