

The Effect of Green Marketing, Brand Image, And Word of Mouth on Interest in Buying Drinking Water In Le Minerale Brand Packaging (Study on Le Minerale Brand AMDK Customers)

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Abstract

The increasingly rapid development of the industrial world has changed the human mindset that is oriented towards the industrial revolution, where life now depends on the industrial world. The existence of business expansion such as the construction of factories and the manufacture of production with a very large capacity that ignores concern for the environment will have a negative impact on the environment. The purpose of this study is to examine the effect of Green Marketing on buying interest in Le Minerale products. the type of research used is associative research with a quantitative approach. Green Marketing has no effect on buying interest. Green Marketing carried out by AMDK Le Minerale does not affect consumer buying interest. Brand Image has no effect on buying interest. The brand image carried out by AMDK Le Minerale does not affect consumer buying interest. Word Of Mouth has a significant effect on buying interest. This shows that Word of Mouth is able to encourage consumer buying interest to buy Le Minerale bottled water.

Keywords

green marketing; brand image;
word of mouth



I. Introduction

The increasingly rapid development of the industrial world has changed the human mindset that is oriented towards the industrial revolution, where life now depends on the industrial world. The existence of business expansion such as the construction of factories and the manufacture of production with a very large capacity that ignores concern for the environment will have a negative impact on the environment. If business people ignore the environment the longer it takes, it will lead to global warming or what is often called *global warming*. Therefore, business people must increase awareness and concern for the environment and health. This can be shown in the changing pattern of business approach by directing businesses to use business activities based on environmental sustainability.

Increased public awareness of the environment, causing people to be smarter and more selective in buying products (*smart consumers*). Smart companies will view environmental issues as opportunities rather than threats because this can be used as a marketing strategy to satisfy consumer needs and desires. This is in line with the opinion Dwi Lestari, Yulisetiari, & Sriono (2015), where companies that are aware of changes in people's attitudes will make environmental issues one of their marketing strategies or known as the concept of green marketing or *Green Marketing*. Several studies on green marketing say that *environmental* or *Green Marketing* is an approach to marketing strategy that has attracted the attention of many parties starting at the end of the 20th century (Balawera, 2018).

According to Putripeni, Suharyono, and Kusumawati (2014) *Green Marketing* Strategy shape positive brand image of the product and become a role model to adapt to consumer behavior, thereby influencing purchasing decisions for the products provided. *Green Marketing* is an evolution of increasing public awareness of the new era of marketing, where people will be more friendly towards environmentally friendly products for a better survival. (Osiyo and Samuel, 2018) . The concept of *Green Marketing* is one of the strategies in marketing and requires special attention for companies that have an impact on reducing environmental damage. However, some companies are reluctant to apply the concept of *Green Marketing* in product marketing because products that are environmentally friendly, renewable, and can be recycled are generally sold at a higher price. This is in line with research conducted by Kennedy and Soemanagara (2006) , where this study found that new product technologies that are environmentally friendly require a very large investment. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Consumers who have a positive image of the brand will allow them to buy a product. If a company has its own characteristics from a product it has, it can distinguish it from products owned by competitors , which is called a *Brand Image* . (Soedarmono *et al* ., 2017) . *Image* is a relatively consistent perception in the long term (Simamora H, 2004) . One way to increase market share and reach new consumers is to instill a good *Brand Image* in the eyes of consumers. Wang and Tsai (2014) , argue that the presence of a *brand image* will increase product purchase intentions. A marketer, who pays attention to the needs and desires of consumers and strives to fulfill them better than competitors do, will gain loyalty from consumers and earn long-term profits for the company (Putra and Sulistyawati, 2015) .

Table 1.Top Brand Index for Bottled Water Category 2019-2021

Brand	TBI 2019	TBI 2020	TBI 2021
AQUA	61.0%	61.5%	62.5%
Ades	6.0%	7.8%	7.5%
Club	5.1%	6.6%	5.8%
Le Minerale	5.0%	6.1%	4.6%
Cleo	4.7%	3.7%	3.7%

Source: (<https://www.topbrand-award.com>)

From table 1.1, information on the results of the Top Brand Index in the last year, 2021, shows that Ades brand drinking water is 5.7%. In the second rank, AQUA mineral water is 62.5%, third is Club with 5.8%, fourth is Le Minerale 4.6% and fifth is Cleo with 3.7 % . Le Minerale is one of the drinking water producers that competes to be able to lead market share in the water business. bottled drinking in Indonesia. Therefore, the demand to always be the best is an organizational commitment so that drinking water users remain

loyal to always consume Le Minerale drinking water. In Indonesia, Le Minerale is intensively implementing the *Green Marketing concept*, Le Minerale is produced by PT Tirta Fresindo Jaya. To support the management of plastic waste, PT Tirta Fresindo Jaya is committed to compiling a roadmap for sustainable plastic development. Starting from raw materials to waste will be managed properly and support environmental sustainability.

For example, the *go green* program launched by Le Minerale is through the Komodo Island Circular Economy Movement. Le Minerale collaborates with the Indonesian Waste Platform (IWP) and the Indonesian Plastic Recycling Association (ADUPI). In this activity, Le Minerale carries out a movement to collect, sort, and process plastic waste into products that have economic value and have high economic value (Siregar, 2020) . In addition, in 2020 one of Le Minerale's products, namely 15 liter disposable gallons, is *trending* a topic that is discussed in the community because it is considered not environmentally friendly. However, this is just an incorrect opinion because the disposable gallons of Le Minerale are made of PET material with resin code 1 which means it is easy to recycle and the packaging of disposable gallons will make it easy to turn around in the recycling cycle (Situmorang, 2020) . Based on the description above, this research is interesting to study and it is necessary to find out how *Green Marketing*, *Brand Image* , *Word Of Mouth* will affect on customer buying interest.

Some previous research conducted by Agustin, *et al .*, (2015) explained that there was a positive influence between the *Green Marketing* variable on the buying interest variable. This means that the *Green Marketing strategy* for Tupperware products has proven to have created feelings of interest in potential consumers. Huang *et al.*, (2019) showed that *Brand Image* had an effect on repurchase intention. Hakim (2017) explained that the *Brand Image* variable had an effect on the buying interest variable in Tridaya tutoring. Research conducted by AC Mahendrayasa *et al.*, (2014) shows that *Word Of Mouth* is proven to have a significant effect on Buying Interest. The difference between this research and the previous one is the object of research because this research examines bottled drinking water products, where the Le Minerale brand is one of the popular bottled drinking water in the community. Despite the emergence of other mineral water brands, Le Minerale is trying to maintain its existence in the market.

Based on the background that has been described, the formulation of the topic of this research is (1) Is there any influence of *Green Marketing* on buying interest in Le Minerale products?, (2) Is there any influence of *Brand Image* on buying interest in Le Minerale products?, (3) Is there any influence of *Word of Mouth* on buying interest in Le Minerale products?. The aims of this study are (1) to examine the effect of *green marketing* on buying interest in Le Minerale products, (2) to test the effect of *brand image* on buying interest in Le Minerale products, (3) to examine the effect of *word of mouth* on consumer interest . buy on Le Minerale products. This research is expected to provide theoretical and practical benefits. The theoretical benefit in this research is that it is hoped that the packaged drinking water company of the Le Mineral e brand will become a source of information for the company's performance so that in the future it will be much better and more optimal in serving the community. The benefits of practice in this research are expected to be used as a reference for future research, especially with regard to *Green Marketing* .

II. Review of Literature

2.1 Green Marketing

Green Marketing began to develop in line with the number of people who are aware of the declining quality of the environment so that it can have a bad impact, this makes people begin to demand accountability from business people, especially business people who are likely to damage the environment. *Green Marketing* is an environmentally friendly marketing strategy where companies do not only think about the company's profits, but also the impact it will have on the surrounding environment (Kurniadin et al., 2021) . Polonsky (1994) , *Green Marketing* is all activities designed to facilitate human needs and desires in creating customer or consumer satisfaction, without causing adverse effects on the environment . So it can be concluded that *Green Marketing* is an environmentally friendly marketing strategy with all company activities without causing a bad impact on the environment.

2.2 Brand Image

According to Sangadji, Etta, and Sopiah (2013) *Brand Image* or image brand is set description unique want created or maintained by company. *Brand Image* considered as organization with characteristics or activity culture that sets it apart from competitor other (Camarero, *et all.* , 2010; Kim & Choe, 2108) . According to (Nasution et al., 2020) Brand image is the observations and beliefs that consumers hold, as reflected in associations or in consumers' memories. So it can be concluded that the brand image is a unique picture that the company wants to create or maintain to differentiate its products or services from competitors through cultural characteristics or activities so that it will be easier for consumers to remember. *Brand Image* could seen as tool communication (direct nor no direct) and could conducted evaluation by identity (Radon, 2012)

2.3 Word of Mouth

According to Talib (2020) *Word Of Mouth* interpreted as something things that many people talk about and happen because existence something problem or controversy good positive problem nor negative . *Word Of Mouth* or normal called with promotion from mouth to mouth by no direct will be a medium or tool interesting promotion because man is creature frequent social interact and share information one each other including problem preference purchase. As for other opinions from Rembon et al (2018) that *Word Of Mouth* is a promotional strategy in businesses that use man as a promotional medium for increase awareness product and produce level sale certain. *Word Of Mouth* is a recommendation from one individual to other individuals against something goods and services. So according to a number of opinion on could concluded that *Word Of Mouth* is recommendation or comments shared by consumers based on experience gained and have influence to taking decisions made by other parties against something product or service certain.

2.4 Interest to Buy

Purchase intention is a series of activities before consumers finally determine their choice of goods and services to be purchased (Kurniadin et al., 2021) . (Andini & Astuti, 2015) say that buying interest is also influenced by external factors, namely in the form of seduction, invitations, and notifications given by the environment, so that it can cause a desire to use the products offered. So it can be said that buying interest is an activity of selecting products in the form of goods or services consisting of various shapes, sizes and

brands where the desire that arises because of an external impulse in the form of an invitation or offer to use a product in the form of goods or services offered by the company to consumers. society as consumers.

2.5 The Effect of Green Marketing on Buying Interest

The *Green Marketing strategy* can be positioned as a company's competitive advantage that offers environmental protection through the use of alternative energy, management of residual production waste and selection of quality raw materials. *Green Marketing* as a socially responsible marketing strategy has good prospects for development and has more value points than conventional strategies. The advantages of the *Green Marketing strategy* will make someone more trusting in a product that can shape consumer buying interest (Haryoko & Ali, 2019)

2.6 The Influence of Brand Image on Buying Interest

One of the strategies to win the competition is to use a brand strategy. The strategy used to strengthen the company's product brand in the eyes of consumers, so that it can be used as a differentiator between similar products. Without a strong brand, the product will not be known in the community so that it does not increase buying interest in the product, this will cause losses for the company (Ambarwati, 2015) . If a company has a good *image* , it will have a good impact on the company, because it will be considered good by the community. People will increasingly believe in the products offered by the company so that it can increase buying interest in these products.

2.7 The Influence of Word of Mouth on Interest to Buy

A consumer will seek further information about the product or service to be purchased, this information can be obtained through social media, advertisements issued by the company or information obtained from other consumers who have used the product or service (consumer experience). In fact, someone will trust other people's opinions more based on their experience compared to advertisements issued by a company (Nurvidiana, 2015) .

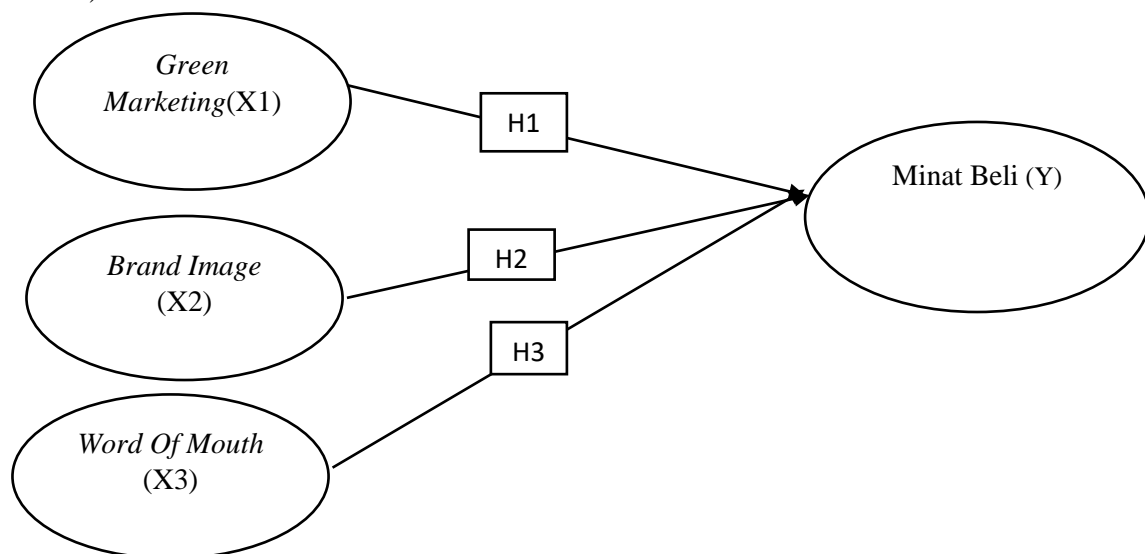


Figure 1. Thinking Framework Developed in Research (2021)

III. Research Method

In this study, the type of research used is associative research with a quantitative approach (Siyoto & Sodik, 2015) . Associative research is a problem formulation that asks two or more variables (Siyoto & Sodik, 2015) . The quantitative approach is a method that emphasizes the aspect of measuring objectively on social phenomena. Measurement can be done by describing each social phenomenon into certain components, namely the population of this study is the customer or consumers who consume AMDK (Packaged Drinking Water) brand Le Minerale in Salatiga. This study has a population that is too large, so to determine the number of samples using the calculation of (Hair JF, William CB, Barry JB, 2010) where each indicator on the minimum variable is multiplied by 5. The indicators of this study are 17 indicators, and multiplied by 5 the number is 85. So, in this study requires a minimum number of respondents 85 respondents,

This study uses a sampling technique *purposive sampling*, problem components, variables and indicators (Siyoto & Sodik, 2015) . In this study using three independent variables *that is Green Marketing (X1), Brand Image (X2) and Word of Mouth (X3)* and one *dependent variable*, namely buying interest (Y).

IV. Result and Discussion

4.1 Respondent Characteristics

Table 1. Characteristics of Respondents

No	Characteristics	Category	Frequency	Percentage
1	Gender	Man	40	36%
		Woman	70	64%
		Total	110	100%
2	Age	< 18 years old	4	4%
		18-23 years old	89	80%
		24-29 years old	14	13%
		30 - 39 years old	2	2%
		>40	1	1%
		Total	110	100%
3	Work	Employee/employee	38	35%
		Student/student	62	57%
		Businessman	10	8%
		Total	110	100%
4	Wages	< IDR 500,000	51	46%
		Rp1,000.00	16	15%
		IDR 2,000,000	20	18%
		IDR 3,000,000	11	10%
		> IDR 4,000,000	12	11%
		Total	110	100%

Source: Primary Data 2022

In this study, there are several characteristics of respondents in the questionnaire. The characteristics of the respondents can be seen in table 4.1 where the results are 42 male respondents (36%) and 73 female respondents (64%). For the most dominant age characteristics in the 18–23-year age category as many as 90 respondents (80%), then followed by the 24-29 year age category as many as 15 respondents (13%). The most dominant job characteristics in the student category were 65 respondents (57%), followed by the employee or employee category with 40 respondents (35%). The most dominant income characteristics in the income category were < Rp 500,000 totaling 51 respondents (46%), then the income category as much as Rp 2,000,000 totaling 20 respondents (18%).

4.2 Description Analysis

Table 2. Descriptive Statistic Tables

Variable	mean	Min	Max	Standard Deviation
<i>GREEN MARKETING (X1)</i>	20,17	13	25	2,97223
<i>Brand Image(X2)</i>	34.69	14	40	4.22674
<i>WORD OF MOUTH (X3)</i>	14.48	7	20	3.38102
INTEREST TO BUY	18.36	6	25	4.17032

Source: Primary Data 2022

Descriptive analysis is a statistical science in order to compile and present data in a study (Wahyono, 2013) . This analysis consists of the standard deviation value, minimum value, maximum value and mean which can be seen in table 4.2. The standard deviation value for X1 (*Green Marketing*) is 2,97223, the minimum value is 13, the maximum value of X1 is 25 and the average value of X1 is 20.27, which means that the mean value is greater than the standard value so that data deviations occur. low, the distribution of values is even. The standard deviation value for X2 (*Brand Image*) is 4.22674, the minimum value for X2 is 13, the maximum value is 35 and the average value is 34.79, which means the average value is greater than the standard value so that data deviations occur Low means that the distribution of values is even.

The standard deviation value for X3 (*Word of Mouth*) is 3.38102, the minimum value for X3 is 7, the maximum value is 20 The average value is 14.6 which means that the mean value is greater than the standard value so that the data deviation is low, then the distribution of values is even. The standard deviation value for Y (*Purchase Interest*) is 4.17032, the minimum value of Y is 6, the maximum value is 25. The average value is 18.53, which means that the mean value is greater than the standard value so that the deviation of the data that occurs is low, meaning the spread of the value equally.

The results of the study are searched for the average value, the researcher will analyze based on the mean value of the indicators of each variable and will group them into 5 categories. In this study, the maximum value is 5, and the minimum value is 1, so that the average value range is 0.8.

Table 3. Average formula

Average value = $\frac{(\text{Maximum value} - \text{minimum value})}{\text{Number of categories}}$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

From the division of the *range*, the interpretation of the average value is divided into 5 groups as follows:

Table 4. Interpretation of Average Score

interval	Criteria
4.21 – 5.00	Very high
3.41 – 4.20	Tall
2.61 – 3.40	Currently
1.81 – 2.60	Low
1.0 - 1.80	Very low

Table 5. Descriptive Analysis of *Green Marketing*

1	AMDK Le Minerale products use natural mineral ingredients that are beneficial to the body (calcium, magnesium, sodium, potassium, bicarbonate, sulfate, and chloride)	4.14	Tall
2	Minerale AMDK products have packaging that is easily biodegradable	3.67	Tall
3	Minerale AMDK products have BPA-free packaging	3.85	Tall
4	Le Minerale AMDK products have a promotion as AMDK products that care about the environment	4.06	Tall
5	Le Mineral products have health promotions that invite consumers to have a healthy lifestyle, one of which is by consuming more mineral water to meet the body's daily fluid intake.	4.45	Very high
Average		4.03	Tall

Source: Primary Data 2022

In table 5 it can be seen that the highest average value of the *Green Marketing variable* is 4.45 with a very high category in the statement " Le Mineral products have health promotions that invite consumers to have a healthy lifestyle, one of which is by consuming more mineral water to meet their needs. daily body fluid intake" while the lowest average value is 3.67 with the statement "Le Minerale AMDK products have easily biodegradable packaging" for the overall average value of the *Green Marketing variable* of 4.05 in the high category.

This shows that several respondents studied in Salatiga agree that Le Mineral Products have promotions regarding health, where they invite consumers to have a healthy lifestyle by consuming more mineral water so that the daily intake of body fluids is fulfilled. Le Minerale AMDK products also care about the environment where they have packaging that is easily biodegradable and free from BPA and uses natural mineral ingredients that are beneficial to the body (calcium, magnesium, sodium, potassium, bicarbonate, sulfate, and chloride).

Table 6. Descriptive Analysis of *Brand Image*

1	I think Le Minerale's bottled design is easy to spot	4.51	Very high
2	In my opinion, Le Minerale bottled water is already known to many people	4.35	Very high
3	I think Le Minerale bottled water has a good reputation	4.30	Very high
4	I think the Le Minerale brand is easy to remember	4.42	Very high
5	I think the Le Mineral brand has a slogan to always remember	4.21	Very high
6	In my opinion, the Le Minerale brand has a characteristic	4.30	Very high
7	I think Le Minerale's bottled water products were developed in a high-tech factory	4.25	Very high
8	In my opinion, the Le Minerale brand is able to compete with other types of bottled drinking water	4.36	Very high
Average		4.34	

Source: Primary Data 2022

In table 6 it can be seen that the highest average value of the *Brand Image variable* is 4.51 with a very high category in the statement " I think the Le Minerale bottled design is easy to recognize " while the lowest average value is 4.21 with the statement " In my opinion, the Le Mineral brand has a slogan that is always remembered "for the overall average value of the *Brand Image variable* is 4.34 with a very high category.

This shows that several respondents who were studied in Salatiga agreed that the packaging design of Le Minerale bottled water was easy to recognize, easy to remember and already known to many people. Le Minerale also has characteristics such as a slogan that is always remembered (*Le Minerale has sweets like that*). Le Minerale's bottled drinking water has a good reputation and is developed in a high-tech factory so that it can compete with other brands of AMDK.

Table 7. Descriptive Analysis of *Word of Mouth*

1	I talk to other people, what benefits do I get if I buy Le Minerale brand bottled water	3.44	Tall
2	I heard other people tell about their satisfaction after buying Le Minerale brand bottled drinking water	3.70	Tall
3	I give recommendations to friends, friends, family and even colleagues when I want to buy Le Minerale bottled water.	3.60	Tall
4	I chose Le Minerale brand mineral water because it was consumed by friends a lot.	3.75	Tall
Average		3.62	Tall

Source: Primary Data 2022

In table 7 it can be seen that the highest average value of the *Word Of Mouth variable* is 3.75 with a high category in the statement " I choose Le Minerale brand mineral water because it is consumed by friends a lot." while the lowest average value is 3.44 with the statement "I talk to other people, what benefits will I get if I buy Le Minerale brand bottled water" for the overall average value of the *Word Of Mouth variable* of 3.66 with the category tall.

This shows that some of the respondents studied discussed with other people what benefits they would get if they bought Le Minerale brand bottled drinking water and heard other people share their satisfaction after buying Le Minerale brand bottled water. Respondents chose Le Minerale brand mineral water because it is widely consumed by their friends and also recommends to friends, friends, family and even colleagues to buy Le Minerale bottled water.

4.3 Discussion

a. Green Marketing Has a Significant Influence on Buying Interest

The first hypothesis in this study is that *Green Marketing* has an effect on buying interest, it is rejected. The test results show that *Green Marketing* has no effect to buying interest with a value of 0.696 is greater than 0.05 ($0.696 < 0.05$) . Based on the table above, the t_{count} value is positive at 0.392 $t_{\text{count}} < t_{\text{table}}$ ($0.392 < 1.98118$) which means that the hypothesis is rejected so that H1 is rejected.

This shows that the *Green Marketing* carried out by Le Minerale AMDK does not affect consumer buying interest. Based on the lowest average value chosen by the respondent of 3.67 with the statement " Le Minerale 's AMDK products have packaging that is easily biodegradable " this is contrary to the emergence of single-use gallons issued by Le minerale. The release of product (AMDK) in the form of disposable gallons distributed by Le Minerale AMDK is considered to add to environmental problems caused by single use waste (single *use*). Disposable gallons are considered to increase waste accumulation and are contrary to the government's program in reducing waste. So, it can be concluded that although consumers are aware of the Le Minerale AMDK brand, there are several factors that make consumers not interested in buying Le Minerale AMDK products. The results of this study also support research conducted by (Balawera, 2018) .

b. Brand Image Has Significant Influence on Buying Interest

The second hypothesis in this study is that *Brand Image* has an effect on buying interest, it is rejected. The test results show that *Brand Image* has no effect on buying interest with value significance 0.296 is greater than 0.05 ($0.296 < 0.05$), Based on the table above, the t_{count} value is positive at 1.306. Then $t_{\text{count}} < t_{\text{table}}$ ($1.050 < 1.98118$) which means the hypothesis is rejected. This shows that the *Brand Image* carried out by AMDK Le Minerale does not affect consumer buying interest.

This shows that the *Brand Image owned* by AMDK Le Minerale does not affect buying interest. Based on the lowest average value of 4.21 with the statement " I think the Le Mineral brand has a slogan that is always remembered ". Where AMDK Le Minerale is very well known with the slogan "There are Sweets", but in reality the mineral water does not have a sweet taste so that it is considered not in accordance with the slogan issued. This makes consumers have no interest in buying Le Minerale. This supports the research conducted (Cece, 2015) .

c. Word of Mouth Has a Significant Influence on Buying Interest

The third hypothesis in this study is that *Word of Mouth has an effect on buying interest*, accepted. The test results show that *Word of Mouth has an effect on buying interest* with a significance value (X_3) indicating the number 0.000 is smaller than 0.05 ($0.000 < 0.05$). While the value of $t_{\text{arithmetic}}$ has a positive value of 9.983. Then $t_{\text{count}} < t_{\text{table}}$ ($9.983 > 1.98118$) which means that the hypothesis is accepted. The result of the highest average descriptive analysis value on the *Word-of-Mouth variable* is 3.75 with a high category in the statement " I choose Le Minerale brand mineral water because it is consumed by friends a lot. ". This shows that *word of mouth* or interactions between individuals in the process of disseminating information can affect a person's buying interest in deciding to consume or use a product or service. This supports the research conducted by (A. Mahendrayasa, 2014) , (Powa et al., 2018) and (Kurniawan et al., 2019) who found that *Word Of Mouth* had a significant effect on buying interest. *Word Of Mouth* has a very big influence, through the information and suggestions received which are believed to be able to encourage consumer buying interest.

V. Conclusion

Based on the results of the research that has been described, it can be concluded that Green Marketing has no effect on buying interest. Green Marketing carried out by AMDK Le Minerale does not affect consumer buying interest. Brand Image has no effect on buying interest. The brand image carried out by AMDK Le Minerale does not affect consumer buying interest. Word Of Mouth has a significant effect on buying interest. This shows that Word of Mouth is able to encourage consumer buying interest to buy Le Minerale bottled water

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